

PROVEN SUCCESS METHODS

HERE'S HOW ANYONE CAN SUCCEED NOW

"...what you must know and do!"

By M. R. KOPMEYER
AMERICA'S SUCCESS COUNSELOR

"... has helped millions!"

PROVEN

SUCCESS

METHODS

*THE
SUCCESS
FOUNDATION*

INCORPORATED

PHYSICAL

MENTAL

SPIRITUAL

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ABOUT THE AUTHOR

M. R. Kopmeyer

**America's
Success
Counselor
to millions!**

M. R. Kopmeyer is the retired president of eight corporations and success counsel to 102 companies.

He retired at the early age of fifty to devote his full time to helping others, a busy "retirement" which keeps him working until past midnight.

His early "retirement" has enabled him to complete 40 years of research, testing and recording *more than a thousand* **PROVEN SUCCESS METHODS** used by the most successful people in the world to attain success, wealth, power, fame, love, popularity, health and whatever they wanted in life.

M. R. Kopmeyer now has three personal libraries and fifteen private files of **PROVEN SUCCESS METHODS**, the result of his 40 years of research and testing.

He is devoting the remainder of his life to publishing these *more than a thousand* **PROVEN SUCCESS METHODS** in permanent book form for the home study and personal use of every ambitious man and woman *who wants to succeed fast!*

He is the author of national magazine and newspaper articles on success methods.

He established the M. R. Kopmeyer Foundation for the cure of crippled children.

Your Best Investment Is To Buy Stock In YOURSELF

When you bought this book, you bought stock in yourself.

Investing in yourself always pays the biggest dividends. There is no way you can lose the money you spend on self-improvement. It instantly becomes a permanent part of you and it remains a part of you for life.

Nobody can take self-improvement away from you. Every proven success method you learn continues to pay you dividends for life in money, power, love, influence, security, fame, friends — whatever you want.

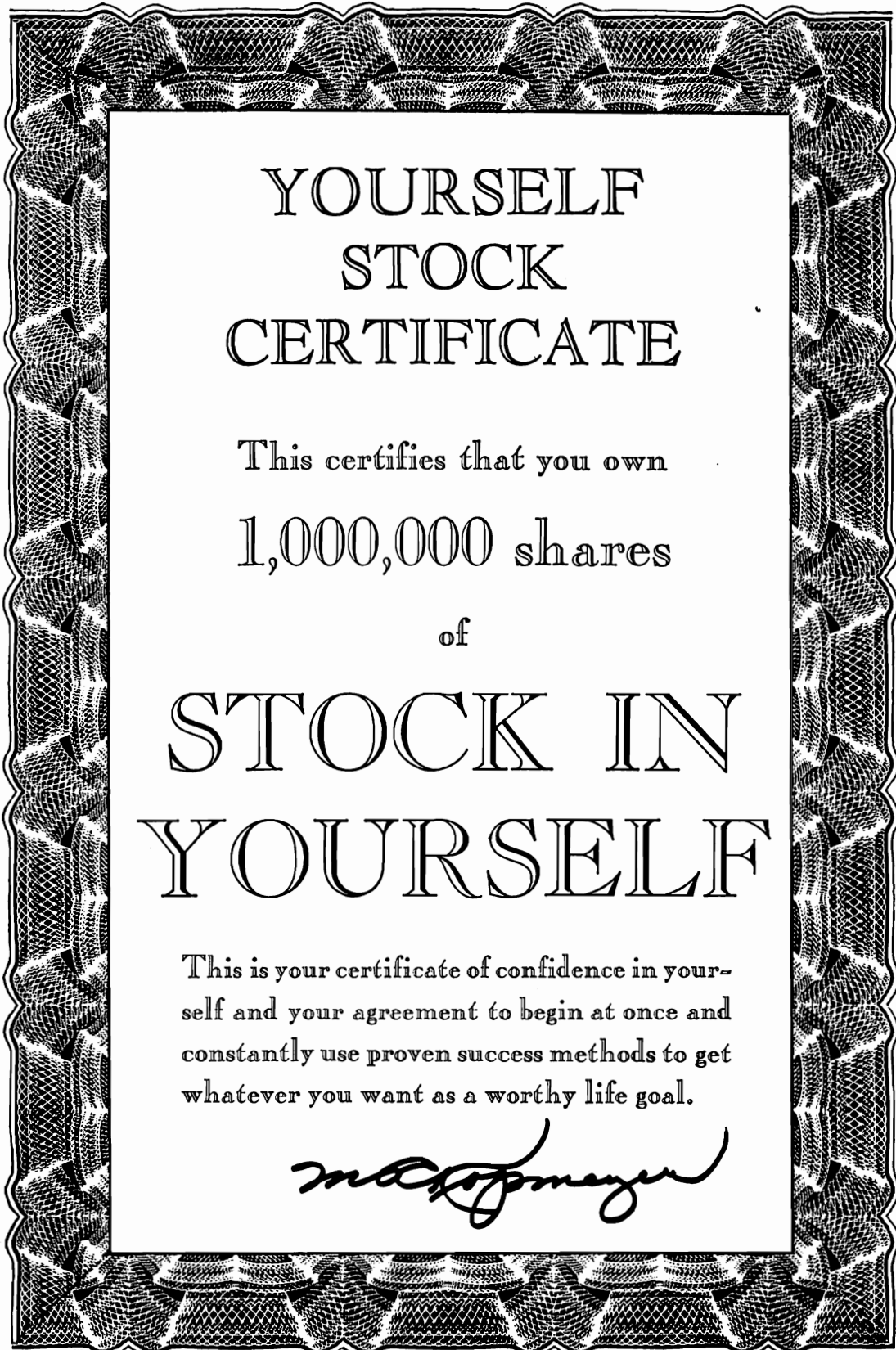
But be sure the investment you make in yourself is safe and is sure to produce results. The only safe investment in yourself is to learn and use success methods which have been *proven* successful by men and women who are the most successful people in the world — and whose success is the positive result of those *proven* success methods.

Do not speculate with self-improvement methods which have not been *proven* successful over a reasonable period of time by a substantial number of people whose outstanding success *proves* that those specific success methods *always* produce *impressive* results.

The book you are reading is a condensation of essential success methods from the author's four 336-page books which comprise the only Proven Success Methods Library in existence.

This book teaches only the *proven* success methods of the most successful men and women in the world. Now *you* can join them. Now *you* can quickly learn and easily use the *proven* methods which will assure your success in business and in life.

On the opposite page is your STOCK IN YOURSELF certificate. It is your most valuable investment.



YOURSELF STOCK CERTIFICATE

This certifies that you own

1,000,000 shares

of

STOCK IN YOURSELF

This is your certificate of confidence in yourself and your agreement to begin at once and constantly use proven success methods to get whatever you want as a worthy life goal.



This Book Is A Condensation Of Some Of The 1,000 Methods In The Proven Success Methods Library

It is the life goal of the author to make success in business and in life easily attainable by everybody.

So I have devoted my entire life to researching, recording and publishing the *proven* success methods of the most successful men and women in the world throughout history.

Although I studied the theories: philosophical, mystical and scientific, I recorded and published *only the methods* which were *proven* to be successful by consistently bringing outstanding success to men and women who used them.

In using the term “success methods”, I do not mean “job skill”, although excellence in one’s work or profession obviously is *one* proven success method in that it will bring a measure of wealth and a degree of influence to those who excel in the highly-paid skills and professions.

Attaining excellence in “job skill” is only *one* of more than 1,000 proven success methods. There are perhaps *a hundred other proven success methods by which you can more easily attain far greater wealth, power, influence, fame, love, friends — whatever you want in life.*

So in writing the four 336-page books which comprise the Proven Success Methods Library, I have left one of the proven success methods — improving job skill — to the professors and job trainers.

I have concentrated on success methodology, the *methods* — more than 1,000 *proven success methods* — of the most successful men and women in the world. I have condensed as many *proven* success methods as possible into this 160-page book *which is so inexpensive that everybody can afford it* and from this book learn the sure, easy ways to succeed as you will discover from the chapter titles beginning on the opposite page.

HERE'S HOW ANYONE CAN SUCCEED NOW

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Here's How Anyone Can Succeed Now

Let's begin by understanding each other before you read the first chapter.

The title of this book is *Here's How ANYONE Can Succeed Now*. I do mean "anyone". And "anyone" includes *YOU* . . . whatever your race, color, religion (or no religion) . . . even if you are underprivileged, disadvantaged, under-educated, poor, handicapped . . . whatever your age . . . *whatever excuse you have been using for not being much more successful* . . . this book gives you the proven success methods to enable **YOU TO SUCCEED NOW**.

That's *my part*. Here's *your part*:

These are **YOUR** actual requirements for success:

(1) You *must* **DO** whatever *should* be done . . . **WHEN** it should be done . . . *whether you want to or not*.

(2) You *must* **PERSIST** no matter how many times you fail; *learn from each failure* — and **TRY HARDER**.

(3) You *must* learn the *proven success methods* in this book by reading and *re-reading* them — at least one chapter, but preferably five chapters — **EVERY DAY**.

(4) You *must* **USE** the *proven success methods* in this book **CONSTANTLY** and perfect your skill in **USING** *each* method. Start **USING** each success method *as soon as you learn it*. Do not wait until you have read the entire book and then try to use whatever you remember. **USE** each method *as soon as you learn it*. Then you will begin succeeding at once — which will increase your motivation and your efforts.

(5) Always look **DOWN** on *problems* and always look **UP** to *people*. No problem is so big that you cannot get above it and look **DOWN** on it. No person is so insignificant that you cannot — out of respect, admiration or compassion — look **UP** to him or her, whoever they are.

THAT'S HOW ANYONE CAN SUCCEED NOW!

This Chapter Can Change Your Life!

You live your life one day at a time.

So you succeed or fail one day at a time. You cannot relive the past. The past is gone forever.

Life says to you:

“Every night I burn your troubles of the day;
Every morning your spirit is born again.”

And so you arise each morning — *renewed* — to meet the challenges and opportunities of a new day.

There is a wonderful, inspiring legend of a sacred bird. Each night the sacred bird flew into the flames of the altar of the past. And was consumed. Then the bird arose from the ashes of its dead past — *restored and renewed* — to fly gloriously into the dawn of a new day.

You are like that sacred bird. Each night the burdens of the past — all your heartaches, all your feelings of guilt, all your failures — are consumed in the flames of the altar of time and you arise from those dead ashes of your past — *restored and renewed* — to meet the challenges of each new day.

But just *one* day, because life gives you only one day at a time, filled with challenges and opportunities. You are not confronted with your entire future — only one day.

The past is gone. Tomorrow has not happened. Only *today* exists. *You begin a new life when you enter each day.* And you gloriously enter that day — *refreshed, restored and renewed!*

You are not burdened by your past failures, nor by feelings of guilt and remorse, because they now are ashes of the past, blown away forever by the rushing winds of time.

You are a *new person* as you eagerly meet the challenges and opportunities of each new day.

And *now* you can meet those daily challenges and opportunities boldly — because you are given, in this book, the *proven* success methods of the most successful men and women in the world. *NOW you — or anyone — can succeed!*

The Past Is Gone; Tomorrow Has Not Happened; Only TODAY Exists!

This book will enable you — or anyone — to succeed NOW! Beginning NOW!

The first thing which you — or anyone — *must* do in order to succeed NOW . . . *is to set yourself FREE* . . . physically . . . mentally . . . emotionally . . . spiritually!

If you are chained to your past or if you are trying to break through the blank wall of the mysterious future — you are a prisoner and you are as “locked in”, confined, limited . . . as if you were chained and locked in a jail cell and Life had thrown away the key!

But from now on, you are going to command your own life — and your first command to Life is to *set you FREE* physically, mentally, emotionally, spiritually!

You begin by being FREE from the past. You must be FREE from anything — *everything!* — which may have happened in your past to cause you grief, remorse, regret, resentment, hatred, guilt . . . to fester in your subconscious as mental poison and slowly but surely kill your ambition and motivation to succeed in life.

How do you FREE yourself of the mental poisons of the past? And do it easily, quickly, surely, permanently?

You simply realize an obvious fact — and do not forget for a minute — that *the past is gone!*

Of course, *the past is gone!* The past is gone forever. You cannot bring it back — not one second of it. You cannot relive the past — not one act, not one thought, not one word, not one happening.

The past is gone and everything in the past is gone.

You must accept that. It is so. It cannot be otherwise. So . . . shut the door!

Shut the door on the past — and step boldly, confidently, expectantly into *your new world of FREEDOM!*

You cannot successfully live in the present if you still are trying consciously or subconsciously to relive your past. One of the greatest deterrents to success is the confusion and frustration of trying to live *two lives* (your past and your present) *at the same time!*

You simply cannot live two lives (your past and your present) at the same time. Down that road lies failure and, beyond failure, insanity.

The past is gone . . . irrevocably . . . entirely . . . permanently. Do not ruin your life trying to relive it — or any part of it. You cannot relive one second of it. Let it go! It is gone!

Shut the door on the past!

Then, you will be FREE to live TODAY!

In fact, TODAY is the *only* time you *can* live — because *ONLY TODAY EXISTS!*

Tomorrow does not exist today. The future is a blank wall . . . mysterious . . . unknown. The future has not happened. There is nothing to be gained and everything to be lost by viewing the unknown future with apprehension, anxiety and fear.

You need never fear the future because . . .

The only reason to fear the future is if you are *not* living up to your highest ideals and at your full capability TODAY — and each succeeding TODAY.

Because the future will pay you what you are worth — no more, no less. And what you will be worth tomorrow — will be determined by *how well you prepare yourself TODAY.* The future you build tomorrow will be based on the size and solidity of the *foundation* you build TODAY.

If you build the foundation for your future with the *proven success methods* in this book, your future will have the solid foundation which has been *pre-tested* and *proven* by the most successful men and women in the world.

Build your future *one day at a time.* You learn how in the next chapter . . .

Condensed from M. R. Kopmeyer's book: *Thoughts To Build On*

How To Live One Day At A Time

It clearly is a fact of life that the past is gone (and cannot be relived, not one second of it) and the future has not happened (and therefore cannot be begun) so only TODAY exists. Therefore, *you only can live today* — just this *one day*. To try to re-live past days or to try to pre-live future days, not only is impossible, it is insanity.

Life with *infinite wisdom* has made the *only* way you can live also the *best* way you can live: *one day at a time*.

As Dr. William Osler taught: "The load of tomorrow, added to that of yesterday, carried today, makes the strongest falter." Not only will it make you falter, it will drive you insane — or kill you. It is the leading cause of premature death. No wonder Dr. William Osler prescribed: "Live only *one day at a time . . . live today!*"

Anybody can conquer or at least survive *one day's* problems, sorrows, temptations.

Ask Alcoholics Anonymous. This highly successful organization teaches: "Do not decide to stop drinking forever. Just decide you will not take a drink *today*." That resolution repeated *one day at a time* will stop alcoholic drinking one day at a time . . . every day . . . forever.

That same proven success method will stop *any* habit you want to stop: smoking, overeating, undesirable personality traits — anything you want to stop, you can stop for *one day . . . one day at a time . . . every day . . . forever*.

Or, if you have troubles, problems, sorrows, burdens, ask Robert Lewis Stevenson. He wrote: "Anyone can carry his burden, however heavy, until nightfall. Anyone can do his work, however hard, *for one day*. Anyone can live sweetly, patiently, lovingly, purely, for twenty-four hours."

Ask Dorothy Dix. She wrote: "I stood yesterday; *I can stand today*; I will not permit myself to think about what might happen tomorrow."

Ask William Cooper, who wrote long ago: "The darkest *day*, lived till tomorrow, will have passed away."

Each of our lives will have dark days. And each dark day will pass. Life, in the wake of its insistent imposition of tragedy, recants to soothe the hurt with gentle kindness — another day. And we should let it.

Let our dark days pass and be submerged in the acceptance which heals our wounds with gradual forgetfulness. Do not renew the darkness again and again on successive tomorrows but "let the dead past bury its dead".

Nothing worldly lasts forever. Most troubles, unless renewed, last but for a little while. You can face worry, grief, fear and hardship knowing that: "these, too, shall pass away". So when confronted with the inevitable, be willing to have it so. There is nothing you can do about it anyway. So do not cling to it overlong. Avoid the futility of scrubbing the deck of a sinking ship; if it must sink, it will. You need, instead, to seek another passage.

The door to the future awaits you. Do not linger behind, looking at a door from the past which has just closed. It is a law of life that when one door closes, another opens. We spend too much time looking with regret at the closed door of the past when we should seek the open door of the future and move on. But what about tomorrow, when today's dark hours have passed? You have a choice, in attitude and action, so that when life gently closes its door on a dark day, you can seek and find a door, newly opened, through which you can walk . . . courageously . . . expectantly . . . into a brighter tomorrow.

The door to tomorrow and to your entire future is TODAY. You first must live TODAY because life, with infinite wisdom, gives you one day at a time — and the courage to live it . . . *one day at a time* . . . day after day.

This one proven success method — *live one day at a time* . . . *live TODAY* — will make you master of your life . . . one day at a time . . . day after day . . . every day . . . as long as you live.

Condensed from M. R. Kopmeyer's book: *How To Get Whatever You Want*

There Is NO Excuse For NOT Getting WHATEVER You Want!

People who haven't succeeded to the full extent of their capacities *always have an excuse*. Like any law-breaker (and they are breaking the Law of Success) they have figured out what they believe to be an iron-clad alibi for not being more successful.

They have a *handicap* — real or imagined — which is holding them back. And, of course it isn't their own fault. (It never is!)

This is not to say that people don't have *real* handicaps. Certainly they do! *Everybody has handicaps — only some handicaps require more effort and will-power to overcome than others.*

Nor are imagined handicaps any less real than those which are entirely physical. A pain is a pain and it hurts just as much whether it results from a physical injury or a mental defense mechanism. A headache is just as painful if it is a subconscious alibi for avoiding a disagreeable task as if it is the result of eye-strain. Either way it hurts just as much.

And a headache is a mild example. People actually go blind, become partial or entire invalids, suffer every conceivable disability, *because their subconscious minds are using these physical means to give them an alibi for not doing what they should do*, for not living up to the expectations of others.

Sometimes these mentally or emotionally caused pains or illnesses are a means of self-persecution for some real or imagined sense of guilt submerged deep in their subconscious — so deep that the victims often do not realize the cause and so blame something else. At least half of all illnesses have some mental cause. Real or imagined, physical, mental or financial handicaps are something everybody has and it isn't the purpose of this book to underrate them.

In fact, it is the purpose of this book to tell you how to *overcome any handicap* you may have! More than that, this book will tell you *how to use your handicap as a springboard to success!*

Starting right now this book is going to tell you how poor boys became multimillionaires, how cripples became world champions, how weaklings became the strongest men in the world, how a deaf man composed some of the world's greatest symphonies, how "old men" past retirement age amassed huge fortunes!

Well . . . what's YOUR excuse? So YOU'VE got a *handicap* that's holding you back? *Congratulations! You can use it to be a lot more successful than if you didn't have a handicap at all!*

Of course you can't be a track star if you have no legs. But you can be a champion athlete even if, in the beginning, your legs are weak — even if your legs have been crippled by accident or disease. And *that applies to all kinds of handicaps! The record books are filled with the names of champions who overcame supposedly insurmountable handicaps!*

A HANDICAP CAN BE YOUR GREATEST ASSET. Many handicapped people are *so determined to overcome their handicaps* that they *over-compensate* for them and thus *accomplish far more than normal men and women!*

Annette Kellerman was *lame and sickly* — yet she became the World Diving Champion and was judged one of the world's most perfectly formed women!

Sandow started life as a *sickly weakling*. He exercised until he developed one of the most perfect bodies in history and became the strongest man of his time!

Some years later, George Jowett, *lame and weak* until he was eleven years old, built such a perfectly muscled body that, in just ten years, he became the world's strongest man.

If you are physically handicapped you can do one of two things: (1) you can feel sorry for yourself and expect others to feel sorry for you, or (2) you can overcome your handicap

by will-power and mind-power (which are described in this book) and if you are willing to pay the price in vigorous exercise, systematic training and hard work, you even can become a *champion* as so many other handicapped people have.

But suppose you are not *physically* handicapped. *Suppose your handicap is that you don't have much school education and you are very poor.*

Let's have a look at some of such *poor* people:

Let's start with poor Andrew Carnegie. Andrew Carnegie, *poor*? Why he was the great steel tycoon — who made so many millions he couldn't give them away fast enough, even though he endowed free public libraries in cities all over this nation! *Well, Andrew Carnegie was so poor he had to start work at \$4.00 a month!*

John D. Rockefeller, who later became one of the richest men in the world, started out much more highly paid than Carnegie. *Rockefeller made \$6.00 a week!*

He also was more highly paid than Henry Ford *who started at \$2.50 a week!*

Then there was Thomas Edison who started as a newsboy on trains and became *the world's greatest inventor* by conducting more experiments that *failed* (yes, *failed!*) than anybody else in the world! *Of course, every time he failed, he found out what wouldn't work until finally all that was left was what would work!* That's an easy way to achieve greatness — *just fail your way to success!* (A later chapter will tell you how *YOU can fail your way to success!*)

And, another failure: Babe Ruth struck out more times than any baseball player in the Major Leagues — 1,330 strike-outs! But he also was the home run champion! *You'll never become a batting champion if you're afraid to take your bat off your shoulder!*

But back to the *poor* folks: A man named D. A. Thomas was born poor, in a tiny Welsh village. Not only was he poor, but he was a very delicate boy. *So, naturally, as all delicate boys should (and many of them do) he trained himself*

to be a strong athlete. He became a good walker, swimmer and cyclist. He was a good boxer, too, the middle-weight champion of Cambridge, in spite of his bad eye-sight. *He also trained himself well in business by building more than thirty companies and becoming a multimillionaire!*

There was another delicate boy who had so little schooling that he had to be taught by his mother. *He also read books, lots of good books.* And, he liked to experiment — which resulted in his inventing the steam engine that changed the industrial world! His name? James Watt.

Of course you've heard of the worthless farm boy whose father died before he was born and *his mother had to rear him on a total income of \$400 a year.* You will remember him as Sir Isaac Newton, discoverer of the Law of Gravity.

George F. Johnson was poor, too. He earned \$20 a week working in a small shoe factory — which went bankrupt. The principal creditor was a man named Endicott. Admitting that he had *no money*, Johnson gave Endicott his personal note for \$150,000 for half interest in the bankrupt factory. It became the Endicott-Johnson Company and grew to be the largest manufacturer of shoes in its time.

A good many years ago, there was a *frail, lame little chap* named Elias Howe. *He was so poor that he and his family were starved most of the time.* He invented the sewing machine but nobody would buy it. His garret workshop burned down. His wife died. He still *kept on trying.* Finally his sewing machine began to sell. *Elias Howe became a millionaire in twelve years because, in spite of every discouragement, he kept on trying!*

Michael Faraday was born over a *livery stable*, the son of a poor blacksmith. Not a promising start for the founder of *electrical science and one of the foremost scientists of his day!*

Joseph Fels was born in a tiny cottage in Virginia. *His parents were poor. His education was poorer.* He started his business career as a soap salesman. By great personal sacrifices and utmost thrift he saved \$4,000 with which he bought a

small soap factory. *It grew into a large soap factory and made him millions.*

Alice Foote MacDougall served coffee and waffles from a little stand in Grand Central Station in New York. As a matter of fact, she didn't just serve waffles, *she gave them away* with her coffee — and built a \$5,000,000 restaurant business!

King Camp Gillette was born in a small town in Wisconsin. *When he was seventeen his father lost everything by fire, so young Gillette had to make his own way. How? Ever heard of a safety razor?*

A young man named Stewart came to New York with \$1.50 in his pocket. *The only way he could get more capital was to earn it.* And earn it he did! He started what became the John Wanamaker Store, one of the greatest department stores of its time!

Andrew Jackson and Abraham Lincoln, both great presidents of the United States, *started life in the poorest and humblest of homes with little education and no advantages.*

Ulysses S. Grant at first *failed* as a business man. *Finally, at 39, he was chopping cordwood for a bare living.* Nine years later he was President of the United States!

And so we can go back through history and learn one of Life's greatest lessons: *Nobody is holding you back but YOU!*

A German named Elbert *started out as a saddle maker* and became the first President of Germany after World War I.

Mustapha Kemal was an *unknown officer* in the Turkish army and became Ruler of Turkey! Reza Khan started as an *ordinary trooper* in the Persian Army and became the fabulously wealthy and powerful Shah of Persia.

Julius Caesar was epileptic, but he conquered the then-known world!

Demosthenes stuttered — so he filled his mouth with pebbles and shouted over the roar of the waves until he became the greatest orator in all of ancient Greece.

Darwin was neurasthenic. *His nerves were so shattered that even writing a letter on a subject that excited him made it impossible for him to sleep that night!* Yet he found within himself the enormous energy and vitality required for the vast scientific research and exacting writing which gave the world: *The Origin of the Species*.

Do you think "old age" is a handicap? I put "old age" in quotation marks because there is considerable disagreement among scientists and writers concerning when this alleged period of increasing disability is supposed to begin. *There now seems to be a growing conviction that we shall learn to live to be at least 150, with quite adequate mental and physical capacities.* And this may be very soon!

In the meantime, it might be interesting to note a few items of accomplishment by men of considerable "age" according to present actuarial tables.

After World War I, there was a conference in France to draw up the *Treaty of Versailles*. It was attended by the world's most important and powerful men. The one man most powerful and dynamic in the entire group was Clemenceau, the "Tiger of France." *He was seventy-five years old.*

Andrew Mellon, one of the nation's greatest financiers, retained vigor, endurance and extraordinary energy throughout his *eighty-two years* of outstanding accomplishments of which fortune-building was only one.

Vanderbilt planned and constructed most of his railroads when he was over seventy. *He made most of his millions at an age after which lazier men have retired!*

When he was *seventy-five*, Walter Damrosch wrote and personally conducted one of the finest operas of our age.

Kant wrote some of his greatest philosophical works *after he was seventy!*

Monet, the great French artist, was still painting his magnificent pictures when he was *eighty-six!*

Von Humbolt began work on his famous "Kosmos" when he was seventy-six and completed it at ninety!

Goethe wrote the second part of *Faust* when he was eighty years "old".

Also at eighty, Victor Hugo produced *Torquemada*. Should "mandatory retirement" be based on age?

Titan painted his incomparable "Battle of Lepanto" when he was ninety-eight!

So much for "old age"! But suppose you are *really* handicapped?

Beethoven, composer of immortal symphonies, was *deaf!*

Milton wrote *Paradise Lost* when he was *blind!*

Audubon *rose from poverty and disgrace* to lasting distinction through his contribution to our knowledge of bird life.

Alexander Pope was so crippled he could hardly move yet he was a giant of English literature.

Joan of Arc, *an illiterate and penniless peasant girl*, became the heroine of France in that nation's crisis.

Theodore Roosevelt was *sickly and weak* as a young man, yet by great will power and strenuous exercise he gained such strength and vigor that he rode at the head of the rugged Rough Riders up San Juan Hill and later became President of the United States!

Franklin D. Roosevelt also became President, even though he was *severely crippled by infantile paralysis!*

John Bunyan, *in a prison cell*, wrote a book that will live forever as an epic of English literature: *Pilgrim's Progress*.

Robert Louis Stephenson *never for one hour was free from pain and a hacking cough, suffered from fever and tuberculosis* — yet gave to generations yet unborn the adventures of *Treasure Island*, the genial philosophy of *Travels With A Donkey*, and countless hours of pleasure and inspiration from his versatile pen.

It is clearly evident, from the experiences of courageous men and women in all walks of life, that the so-called "handicaps" of lameness, sickness, poverty, misfortune, lack of

schooling, and “old age” can be overcome by will-power and success methods which are described later in this book.

If you are “handicapped”, you can use what psychologists call over-compensation to lead to even greater accomplishments and success than normally would be achieved!

Here is a sure-cure for just about everything that may ail anyone: failure, worry, discouragement, psychosomatic illnesses, poverty — you name it — and this remedy will cure it!

What’s more, it will cure most troubles even when everything else fails — *especially* when everything else fails! And this sure-cure always is ready for instant use. It has helped so many millions of users, everybody at least ought to try it.

When everything else fails, try **HARD WORK!**

Edison said that genius is 1% inspiration and 99% perspiration — and he provided the perspiration by working 18 hours a day.

Maybe you aren’t working long enough or working hard enough!

Are you providing the necessary 99% perspiration? There is no record of anyone being drowned in sweat.

But you can drown your *worries* in sweat! As a matter of fact, hard work is a sure cure for worry. It cures worry in three ways:

(1) If you work hard enough and concentrate exclusively on the job at hand, you will have neither time nor thought for worry.

(2) If you work hard enough, you’ll go to bed and go to sleep, too tired to stay awake and worry.

(3) If you work hard enough and intelligently enough, you’ll solve your problems so you won’t have anything to worry about.

When everything else fails, try **HARD WORK!**

Condensed from M. R. Kopmeyer's book: *How To Get Whatever You Want*

This "Magic" Word Will Get You WHATEVER You Want!

There is a "*magic*" word which will produce *miracles* in your life!

This "*magic*" word is the secret of getting others to DO what YOU want them to do!

This "*magic*" word will enable YOU to get **WHAT-
EVER** you want!

Who says so?

The Bible says so. And the teachings of **ALL** of the great religions are based on the use of this "*magic*" word.

The entire medical profession uses this "*magic*" word. Yes, your own family doctor, **ALL** medical specialists, **ALL** mental specialists; psychiatrists, psychoanalysts and psychotherapists use this "*magic*" word.

Educators, business leaders, researchers, scientists, salesmen — **ALL** people whose success depends upon obtaining information or cooperation from others — use this "*magic*" word. They could not succeed without it.

Actually, this "magic" word really isn't magic — but it produces such miraculous results that it *seems* like magic!

This "*magic*" word is: **ASK!**

Here are some of the things it will do for **YOU**:

"**ASK . . .** and you shall receive," promises the Bible and the sacred teachings of all religions.

"**ASK . . .** and every human being has been trained from childhood to do what he or she is **ASKED** to do," assures the psychologist.

"**ASK . . .** and according to the *Law of Averages* you'll get enough 'yes' responses to guarantee your overall success," teaches the sales manager.

"**ASK . . .** and people will surrender themselves to your salvation crusade," preaches the evangelist.

“ASK . . . and you’ll be surprised by the number of people who will be anxious to improve your education,” asserts the educator.

“ASK for the order and you’ll increase the results of advertising ten times,” states the experienced advertiser.

“ASK and you won’t get blocked by a road under construction,” warns the Automobile Club.

“ASK and the girl may marry you,” thinks the man.

“ASK, and prove you deserve it, and you’ll get that raise in salary,” advises the employment counselor.

“ASK for more” has been the principal basis of the success of the union movement since its very beginning.

“ASK through testing” is the basis of scientific research and progress.

ASK the expert and you’ll get expert advice and perhaps even expert training in almost any subject in which you are interested. It’s just as easy to ask an expert as it is to ask a novice — so don’t settle for less than expert advice.

ASK the news editor for deserved publicity and you’ll be surprised how easy it is to get. After all, he’s looking for interesting information to print in his paper. I know because I was president of one of the largest publicity organizations in the nation. We got millions of dollars worth of publicity by ASKING for it and furnishing interesting material. But we wouldn’t have gotten a penny’s worth if we hadn’t ASKED.

ASK for a discount. ASK for a better deal. ASK for a “refigured competitive quotation.” You’ll be surprised at how much money you’ll save.

ASK more than one seller before you buy. As president of eight corporations I have seen our buyers frequently get price quotations varying over 40% on identical specifications.

ASK for the job you want. I once was president of a large employment agency. Amazing as it seems, unemployed people were either afraid to or didn’t know how to ASK for jobs for themselves — so they paid us a big fee to ASK prospec-

tive employers to give them the jobs for which they were obviously qualified. We built the biggest employment agency in our part of the nation just by ASKING for jobs for people who could more easily have obtained the same jobs *themselves* by ASKING the employers personally.

ASK strangers impersonal, pleasant questions while you are waiting for the elevator or the bus or anytime you are together for a few minutes with nothing to do. ASK the stranger what he or she thinks about the weather, the crowded conditions in which you find yourselves, or any general, casual question. The key is "casual." Don't be aggressive. Don't cross-examine. Don't be impertinent. Don't be offensive. Just start a pleasant, casual conversation with a *question*. In the first place, it's a lot more enjoyable than staring at each other in glum silence. And then it's one of the best ways to start to learn the delightful art of pleasant conversation. Don't miss an opportunity to do this! It's interesting and it's fun!

ASK important people any sensible, pertinent question — for their opinion, for their advice, for a favor, for anything which will enable you to meet and know them. Be sure they remember you and be sure you maintain your contact. *Make a list of one hundred of the most important people you want to meet and use this "ASKING method" to meet them.* Don't you think it will help you be more successful if you personally know the one hundred most important people in your city? And they personally know you?

ASK yourself, "How can I do it *better*?" (*Improve quality.*) ASK yourself, "How can I do *more*?" (*Increase quality.*) *The success combination in business is the answer to those two questions.* If you don't know the answers, find someone who does and ASK him. Keep ASKING until you get those answers. You *must* have them to succeed. *Do better; do more!*

ASK your doctor. You might prevent a serious illness or an operation.

ASK your dentist. You might prevent a painful toothache at an inconvenient time. You might save a tooth.

ASK your eye doctor. You might improve or even save your vision.

ASK your lawyer. You might avoid a lawsuit or legal loss. Or you might obtain a legal gain.

ASK your banker or investment counselor. You might prevent a financial loss or make a substantial financial gain. I have, many times — by ASKING *experts*.

ASK your insurance agent about new policies with more benefits and lower rates. All deals are better if you know where and how to shop for them. ASK!

ASK the best tax accountant you can find to prepare your income tax and other tax forms. There are lots of legal ways to save tax expenses. The taxes you save and the trouble you avoid will easily offset the expert tax accountant's fee.

ASK major business executives how the top leaders got on top and how they stay there. They will tell you that the top leaders spend a lot of time ASKING for facts. *There is no substitute for getting the facts!*

ASK *expert* opinions about your own plans. *Do not announce your plans as though they had been handed down with the Ten Commandments.* Test them first by ASKING people who will judge them impartially and critically. *Polish your plans with other people's ideas.*

ASK! It is dangerous to travel in a fog — *especially a mental fog!*

ASK for favors. *People get a satisfying sense of pleasure out of doing favors for those who ASK for favors courteously and properly* — and if you thank them sincerely afterward, they will be glad to do other favors for you later. Don't make a nuisance of yourself — *but do give others the satisfaction of being helpful.*

ASK . . . to increase your knowledge of people and places. Increase your familiarity with them. *People and places often seem to be unfriendly when they are merely unfamiliar.*

“ASK,” says the experienced raiser of funds for charities. Hundreds of millions of dollars are contributed to charity every year because people are ASKED for them. Only a small amount would be contributed unless people were *directly* ASKED.

“ASK,” says the Finance Committee of every church as it ASKS for pledges. ASK is what every preacher does before the offering is taken each Sunday. By ASKING for pledges and ASKING for Sunday contributions, hundreds of millions of dollars are freely donated to maintain the churches of this nation.

ASK any politician how he gets votes and he will tell you he ASKS for them. Watch any political campaign and you’ll see the candidates shaking as many hands as possible and ASKING for votes.

I could give you hundreds of other examples to prove that ASKING is unquestionably one of the most important — and the quickest, easiest, surest — of *all* success methods. *The very act of ASKING can, by itself, guarantee that you eventually will be a success!*

Why is this so? Why do people — often people who do not even know you — tend to do what you ASK them to do?

Why do people — often people who have no interest in you at all — use their time and sometimes go to a lot of trouble to furnish you information just because you ASK them for it?

You will find out WHY in the next chapter.

In the meantime, start ASKING! *Make ASKING a way of life! You will find that it pays . . . and pays . . . and pays . . . and pays!*

You actually can ASK your way to success!

The following chapters will teach you *how to get whatever you want* — just by ASKING for it! You will learn how to change “NO!” replies to “YES”. *You will learn ASKING skills which will assure your success in business and in life!* Beginning in the next chapter . . .

Condensed from M. R. Kopmeyer's book: *How To Get Whatever You Want*

Why People Will Do What YOU ASK

"ASK . . . and you shall receive!" ASK . . .
and others will do what you WANT!

Know why?

People are taught from earliest childhood to do what is ASKED of them. This training to do or say what they are ASKED to do or say starts in the home as soon as little children are first able to understand anything.

When the child begins to learn, he or she is expected — and I do mean *expected* — *to answer promptly and correctly* a continuous bombardment of questions.

The dialogue begins something like this:

Mother: "Who is this? Is it Mama?"

(Note: It doesn't really start out so easily, but gradually the child does proudly answer the question to an even prouder "Ma-ma".)

Then the same routine is repeated for "Da-da".

So begins conditioning to responding favorably to what is ASKED and it goes on through life. It progresses to such questions as:

Mother: "What does the little doggie say?"

Little child: "Bow! Wow!"

Later, more questions, *always questions ASKING* for action or information in the form of a favorable response and getting the response wanted — or else!

"What is the name of the little girl next door?"

"What did you learn at Sunday School?"

"Where were you all afternoon?"

"When did you see the red bird?"

Always more *questions* — always ASKING and always requiring a response. *Not just requesting a verbal reply, but increasingly requiring compliance.*

Then comes school — consisting of at least half of the time being taken up with required answers to what is ASKED by the teachers. If there were no ASKING and answering, there would be no measurement of learning. And unless there is a measurement of learning, there can be no evaluation of teaching methods. The *value* of what is *learned*, establishes the *value* of the *teacher* — not what the *teacher knows*, as certified by *academic* degrees, but what the teacher *implants into the mind and personality of each student*.

While this ASKING is continuing day after day . . . month after month . . . year after year . . . *the result is mental (conscious and subconscious) conditioning* — the “*learned response*” to *complying with what is ASKED*. It becomes an unconscious habit — a way of life.

And after you graduate from school, you have not finished your training in responding to ASKING. In fact, your mental conditioning to replying with a *favorable* response to what is ASKED of you has just begun.

School's out!!! But then comes the business world. It's a world of bosses . . . bosses . . . bosses. At first, everybody is your boss. Finally, if you study this book carefully, you may become president of a big corporation — and then only the stockholders (perhaps 10,000 of them!) and your Board of Directors and your company's customers and regulatory agencies of government will be your bosses, along with an unlimited number of other people and organizations whose authority may be questionable, but whose intentions of ASKING *you to do things are quite vocal!* So, you always will have bosses and you might as well get used to the boss-employee relationship.

In business, it is the boss' job to ASK you to *do* things. And it is your job to *do* what you are ASKED to do. That's how business is run and it applies to all levels of management and employees.

You *do* what you are ASKED to do — and you do it promptly, courteously and correctly — or you find yourself holding a pink termination slip!

Business is a continuation of *doing* in response to being ASKED. For example:

Executive: "Will you come in and take my dictation now, Miss Jones?"

"Miss Jones, will you tell Mr. Brown that I can see him now?"

"Miss Jones, will you bring me the file on the Smith case?"

"Miss Jones, will you get me Mr. Black on the phone?"

Miss Jones, will you do this, will you do that, will you come here, will you go there? And all day long, day after day, Miss Jones and every employee *is being consciously and subconsciously conditioned to respond to being ASKED — and to respond courteously, promptly and efficiently — or else.*

Meanwhile the executives, at all levels, *are equally being conditioned to the benefits of doing what is ASKED —* courteously, promptly and efficiently. All executives have bosses — and when *you reach the top* you will find that the *public* is your most demanding boss of all!

All of us, from early childhood throughout all our lives, are constantly, continuously and irrevocably being taught and trained to do what is ASKED of us, and the doing becomes a "conditioned response."

Frequently, we willingly do what is ASKED just as a matter of course without giving it a serious thought.

Even if we do stop and seriously think about whether we should do what is ASKED of us, *the forces of a lifetime of teaching, training and conditioning bear heavily upon our decision, urging us to comply.*

To refuse to do what is ASKED of us is like trying to swim against the tide. It is unnatural, difficult, dangerous.

You can be sure that the person you ASK to do something for you or to give you information already has had a lifetime of teaching, training and conditioning which will strongly favor his (or her) doing it. So ASK!

And there are other powerful forces ready to help you get what you want by ASKING.

Psychologists say that the one factor which motivates people to act — more than any other — is their desire to be IMPORTANT. In fact, psychologists say that everybody should have to wear across his chest a big sign printed in capital letters stating: "I WANT TO FEEL IMPORTANT." *This constant reminder would greatly improve our relations with each other and would enable us to get a lot more cooperation and avoid a lot of unnecessary friction!*

When you ASK people to do something or to give you something or for some information you need, *they will have a strong tendency to do what you ASK because, by so doing, it demonstrates THEIR importance.* It makes *them* feel superior to you and gives them that warm inner glow of having been helpful.

At the same time you, too, have gained. *You got what you ASKED for.* And, you, also have the inner satisfaction of having helped someone else feel important and helpful.

On the negative side, *the other person would lose his sense of importance by refusing to do what you ASKED because it might indicate his inability to do so.* Or it would be rude, discourteous and probably antagonizing for the other person to respond unfavorably by declining what you ASKED if your request were logical, courteous, friendly and appropriate. *Most people would not want to put themselves in that unpleasant position.*

Perhaps a few people would, and you might as well get used to meeting them in this imperfect world of ours. Marcus Aurelius, one of the wisest men who ever ruled the Roman Empire, wrote in his diary, "I am going to meet people today who talk too much, people who are selfish, egotistical, ungrateful. But I won't be surprised or disturbed, for I could not imagine a world without such people."

Yes, you, too, will meet people like that. You will meet people who not only will refuse to do what you ASK, but

they will not even civilly answer your reasonable questions.

But don't let those few stubborn, neurotic people bother you. Joyfully ignore them and get on your way to success. *Remember that success is like a bicycle — when you stop pedaling (ASKING) you will fall!*

Encourage others to talk by ASKING:

“What do *you* think should be done about . . . ?”

(Avoid making *contrary pronouncements*: ASK!)

“What is *your* opinion?” “How would *you* do it?”

As Will Rogers said, “There is still a lot of monkey in us. Throw anything you want into our cage and we will give it serious consideration.” That applies to ASKING questions or ASKING for favors. All but a few abnormal people just can't ignore a logical, courteous request for action or information. As Will Rogers said, “They will give it serious consideration.” *It is a natural instinct — and also a “conditioned response”.*

It is the scientific finding of psychologists that *a favorable response to ASKING is a “conditioned response” developed in everybody* starting in early childhood, continued constantly during all the years of schooling, and established as the principal business procedure for getting things done.

That is WHY people will do what you ASK.

That is why the “magic” three-letter word — ASK — is the *quickest, simplest, easiest, surest* way for you to GET WHATEVER YOU WANT.

Success depends upon: (1) *finding out* what needs to be done, (2) *finding out* how to do it, (3) then *doing* it, especially *getting others to help* you do it.

The way to *find out* is to ASK.

The way to *get others to help you* is to ASK.

Note that the key to this entire success procedure is your ASKING.

In fact, ASKING is the golden key which opens the doorways to success.

YOU CAN ASK YOUR WAY TO SUCCESS!

Condensed from M. R. Kopmeyer's book: *How To Get Whatever You Want*

Make It EASIER For Others To Do What You Want—Than NOT To!

Until you learn and *use* the success-methods of ASKING, as taught in this book, you will find it difficult to realize how *easy* it is to get what you want just by *properly* ASKING for it!

The proper success-method is for you to make it *easier* for others to *do* what you reasonably ASK — than *not* to do it.

As explained in the previous chapter: *Why People Will Do What YOU ASK*, all people have been taught, trained and “attitude-conditioned” to *do* what they are ASKED. This “*doing what is ASKED*” is a form of “*learned response*” which is begun in early childhood, and continues throughout life. Without it, civilization could not function smoothly and the result would be chaos, total conflict and the ultimate destruction of organized society.

ASKING is a *psychological push-button!* You push the psychological button of ASKING — and others respond by *doing* what you ASK!

Of course, *all* persons you ASK are not going to give you *every* thing you ASK for, or do *every* thing you ASK them to do — the *first* time you ASK . . . and perhaps they never will. *Nor is a high percentage of compliance necessary for your success.*

The ASKING technique is based on the *Law of Averages*. This is described in a later chapter which explains how to apply the *Law of Averages* to ASKING in such a way as to GUARANTEE your success! Not your success in getting a favorable response *every* time you ASK, but *enough* of the times to make you a *sure success!*

Begin using the success method of ASKING right now. Here are the principles applied to ASKING.

(1) ASK *courteously* — not merely by using such courteous words as “please,” but ASK in an *extremely courteous manner*.

(2) ASK *expectantly* — in the voice and attitude that *of course* the other person will *gladly* do what you *courteously* and *expectantly* ASK.

(3) ASK *reasonably*. This applies to *what* you ASK and *how* you ASK.

Obviously, people are not going to do *unreasonable* things just because you ASK them to. If you go about, ASK-ING *unreasonable* things, you will reap a harvest of undesirable consequences.

Not only must what you ASK *be* reasonable, but it must “*sound*” reasonable. The more *reasonable* your request *is* and “*sounds*”, the more readily it will be granted.

(4) ASK *persuasively*. The success method of ASKING depends upon using the *Personal Influence Psychology* of *influence-by-persuasion*. *Never DEMAND! Never use the word: “DEMAND”. Never even “sound demanding”.*

(5) ASK *pleasantly* — *without pressure*. Do not let your voice or manner imply *pressure*. Pressure creates *resistance* — *and resistance* is the *exact opposite* of what you *want*. What you *want* is agreement, cooperation and friendly compliance with mutual goodwill.

(6) ASK *positively*. Let your voice and manner, in *every* way, imply that, *of course*, the other person will be *agreeable* and *cooperative* by *gladly doing* what you ASK.

(7) ASK *firmly*. This is the most difficult (and probably the most important) technique of ASKING successfully — because you must give the *firm* impression that *what you ASK is so reasonable, logical and just* — *that you shall pleasantly persist until you get it!*

The *needed skill* is to ASK *firmly* — *with the implication of continuing persistence* — BUT to do it *courteously, reasonably, persuasively, pleasantly, without any offensive pressure and without threatening argument*. Develop the skill of

implying persistence — without pressure. When you master that skill, you will make it easier for others to do what you want — than not to do it!

And your success is thereby assured!

This applies to your dealings with *everybody* — individuals, groups, businesses. But let's use businesses as an example:

The most successful businesses have learned that it simply requires *too much valuable time to argue* with a customer or a prospect. At today's high wage-rates, executive and employee time probably will cost much more than whatever could be gained or saved by *arguing*.

The most expensive element in business is time! Time is too costly to waste in *arguing*. The usual business policy now is: If what a customer or prospect *ASKS* is reasonable and if the cost of *doing* it does not greatly exceed the cost of *arguing* about why the business may not do it — then *do* it pleasantly and agreeably. *Do it promptly — do not waste time arguing!*

This policy began many years ago, when the more intelligent businesses started using the now famous slogan: "*The customer is always right!*" Their sales skyrocketed — and so did their profits! *So now almost all businesses have adopted this policy*, even though they may no longer visibly display the slogan: "*The customer is always right!*" Arguing costs too much.

Arguing with customers and prospects not only wastes costly employee and company time, but it loses sales and it incurs ill will. So every cost-conscious, public-relations-minded business acts on the proven principle that *it is less costly, as well as good business, to agree* with its customers and prospects, and *promptly comply* with their reasonable requests. So . . . ASK!

Yes, businesses have learned that it pays to operate by the slogan: "*The customer is always right!*" Businesses have learned the *high cost of not doing what people reasonably ASK!* So most businesses *will respond favorably* to what you ASK.

In fact, almost *all* people will *do* what you reasonably ASK — for the very *practical reason* that it probably will be *easier to do* what you ASK, than to *risk* the *time-consuming* explanations, discussions and possible arguments which might result from refusing your reasonable, logical, courteous request. Also, agreeably *doing* what you ASK will win your *goodwill* which is preferable to incurring your *ill will* by *refusing to do* what you pleasantly and expectantly ASK. So . . . ASK!

You *psychologically underscore* the *advantages* of *doing* and the *disadvantages* of *not doing* what you request — when you ASK *firmly* with “*implied persistence*”.

Next to applying the *Law of Averages* to your success method of ASKING, the use of “*implied persistence*” will most greatly increase the favorable responses to what you ASK.

Remember, “*implied persistence*” must be friendly, courteous, reasonable and persuasive — *without offensive pressure* and *without threatening argument*.

Simply give the impression that a “No” reply *will NOT send you scurrying out the nearest door* but, on the contrary, you will not have moved an inch and will calmly be inquiring, “Why?” . . . and *unhurriedly* waiting for a logical answer. Your attitude must never show a trace of belligerency. You must not be argumentative. You must exert no pressure. You must give the clear impression that you are *pleasantly patient* — *unhurriedly awaiting an understanding of the reasonableness* of what you ASK, and expecting *ultimately* a favorable response.

Make it amicably obvious that it will be easier, more pleasant, more agreeable to *do* what you ASK than to *risk* the time-consuming and other undesirable consequences of *unreasonably* refusing!

Yes, there is a *skill* to ASKING — and *it is a skill worth developing to the greatest degree!*

Improve your ASKING methods and *the results you get will seem miraculous!*

Condensed from M. R. Kopmeyer's book: *How To Get Whatever You Want*

How To Use The Law Of Averages To GUARANTEE Your Success

When you ASK *enough* people for *whatever* you reasonably want — the LAW OF AVERAGES will GUARANTEE your success. It will make you successful, rich, popular and famous!

You start with a simple rule of success: "*A wise man knows everything — a shrewd man knows EVERYBODY!*" At least everybody who is *worth* his knowing. And *everybody* is *worth* knowing.

You personally should know and be well-known by at least the one hundred most important people in your city. The bigger you want to succeed, the more you must expand that list to include your industry, your state and nation. *Don't get stuck in one place!* Expand your contacts — *everywhere!*

The wider and more important are your contacts, the bigger will be your reputation and the more valuable you will be to other people.

That's why using the LAW OF AVERAGES is a necessary part of your Success Plan!

The LAW OF AVERAGES simply means that when you ASK *any* number of people (using the ASKING methods taught in this book), *some percentage of those people will do what you ASK.* The *more often* and the *more effectively* you ASK, the *greater will be the number of people who will do what you ASK.*

It therefore follows that to achieve the *greatest possible success* you must do *two* things:

(1) Thoroughly learn, practice and *use* the ASKING methods and all the success techniques taught in this book. This will assure your getting the *greatest percentage* of people to *do* what you ASK.

(2) ASK more and *more* people! Always have an

abundance of contacts. The LAW OF AVERAGES is based on the *number* of people you ASK. *The more people you ASK, the more you will get of WHATEVER you want!*

Thus by combining the ASKING methods taught here with the LAW OF AVERAGES *your success is assured!* If you do this, *you can't lose!* *You can't fail!* You are *sure* to be *successful!* Not *all* of the time of course — but *enough* of the time to GET WHATEVER YOU WANT.

By knowing that the LAW OF AVERAGES will *assure your success* you don't panic at a "No" reply to what you ASK. You naturally expect *some* "No" replies. *Everybody* is *not* going to do what you ASK the *first* time you ASK them! Some people *never* are going to do what you ASK — because it actually is impossible for them to do so. This should not disturb you in the least, because you know that if you *constantly* ASK *more* and *more* people, the LAW of AVERAGES will *guarantee* that *enough* people will *do* what you ASK to make you a *great success!*

The LAW OF AVERAGES will produce *more* and *more abundance* for you as you *increase* the *number* and *quality* of the people you ASK for whatever you want.

To increase the *number* of your contacts you must "*go where the people are*" . . . you must write *more* people *more* ASKING letters . . . you must make *more* ASKING phone calls . . . you must meet *more* people personally (by being introduced by a mutual friend or by introducing yourself). Whenever you make a contact (new or follow-up), you must use your ASKING methods to get the other person *involved* in *co-operating* with you in helping you achieve what you want to accomplish.

To increase the *quality* of your contacts, do everything suggested in the preceding paragraph, but *concentrate* on making and maintaining contacts with *successful people* who have *influence, money* and a wide range of *important contacts of their own*. In the words of the financial counselors, "*Go where the success and money is!*" Go in person . . . go by

mail! . . . go by telephone . . . but GO! As all success trainers advise, you've got to *throw your body around!* Which means you've got to *get up, get out, and get among 'em!*

Remember the wise words of the Chinese sage, How Tu Du: "*Man who sits in chair, always on bottom.*"

If you want to completely eliminate forever the fear of failure — *keep your success production line always filled with valuable contacts.* Then if it should happen that one of your contacts positively cannot help you get what you want — *you can turn to any of several hundred other important contacts, many of whom can and will cooperate with you when you compliment them . . . ASK them . . . intensely believe that they will cooperate with you (after you first offer to cooperate with them).*

Then you can be *sure* that one success after another will come continuously to you from your SUCCESS PRODUCTION LINE which you keep always *filled with valuable contacts and from which you manufacture success* by your constant use of the ASKING methods and other *Personal Influence Psychology* techniques taught by this book.

When you read in the preceding paragraph that "*one success after another will come continuously to you from your SUCCESS PRODUCTION LINE*" . . . that is a *fact*. But it does not mean that, among the successes which will flow continuously to you, there will not *also* be *some* failures.

Of course you will fail *some* of the time! You should not expect to succeed the very *first* time in *every* thing you attempt.

If you do not fail some of the time, you are attempting too little! And will accomplish nothing worthwhile!

As they say in sports: "*You win some and you lose some.*" So we shall devote the next several chapters to the *certainty, the necessity and especially the advantages of losing some!*

Beginning *right now*, we shall ELIMINATE FOREVER YOUR FEAR OF FAILURE!!!

Condensed from M. R. Kopmeyer's book: *How To Get Whatever You Want*

How To FAIL Your Way To SUCCESS!

Those of us who have FAILED actually *thousands* of times in the necessary process of *finding out* what *would not work* in order to be *sure what would work* — wish we could explain the *necessity of failing hundreds or perhaps thousands of times*, to those “INSTANT FAILURES” who whine and gripe because they have FAILED a *few* times!

The “INSTANT FAILURES” get discouraged and *quit trying* before they find out that *failing is a necessary learning process in order to succeed!* It is impossible to be a *big* success without failing sometimes.

All that is required is the simple knowledge that *FAILURE is not something you should FEAR* — but just the opposite: *FAILURE is something you USE TO SUCCEED!*

To put it even more simply: **YOU CAN FAIL YOUR WAY TO SUCCESS!**

In fact, FAILURE is one of the *most effective methods* which you can use to *succeed!*

FAILURE should not be *feared* and *avoided*; FAILURE should be *accepted* and *used!*

Let's learn how — from the man who FAILED *more times* than any other person who ever lived!

Thomas Edison FAILED more than anyone else. As a result, he knew more things that *wouldn't work* than anyone else. So with that kind of information, naturally he SUCCEEDED more than anyone else! He patented 1,093 inventions.

Have you ever FAILED? Congratulations! Now you know *one thing which won't work*. Edison, after a long series of FAILURES once remarked, “*Now we know 1,000 things that won't work, so we're that much closer to finding what will.*” Edison actually FAILED his way to SUCCESS!

And he SUCCEEDED more often than anybody!

Are you worried about FAILURE? Perhaps you aren't FAILING enough to find out enough things that won't work so you can learn what will work and thus succeed more rapidly! Remember, you've got to try!

And remember that *because* Edison *tried 18 hours a day*, he invented 1,093 items worth patenting — and worth millions of dollars to him and incalculable benefits to mankind. Thomas Edison invented the phonograph which captured sound on records. He invented the incandescent light bulb which lighted the world. He invented the movies, the microphone, mimeograph, and medical fluoroscope.

These inventions were the result of hard work, not flashes of inspiration! As he said, "Genius is 1% inspiration and 99% perspiration." He proved it by *working 18 hours a day!*

He worked *ten years* to invent the nickel-iron-alkaline storage battery!

He and his staff tested and classified 17,000 varieties of plants before they succeeded in extracting latex in substantial quantities from just *one* of them! When YOU are willing to FAIL 17,000 times in order to succeed ONCE — you'll be beginning to learn the VALUE of FAILURE!

Thomas Edison patented 1,093 inventions even though he attended school for *only six months!* Did YOU attend school for longer than *six months?* What have YOU accomplished lately?

Thomas Edison *intensely believed* in FAILING his way to SUCCESS! You will not be willing, in just one experiment, to make 17,000 tests that FAIL unless you *intensely believe* that *even after 17,000 failures you still will succeed!* The LAW OF AVERAGES *guarantees* that if you learn from your failures and *continue to try*, you ultimately succeed.

When you fail . . . and learn from your failure . . . and *try again* . . . YOU OUTLAST DEFEAT!

That is one of the most important success lessons. Learn it! Live by it! It *guarantees* your success!

Here Are The Only TWO Essential Result-Producing Factors In Success

The reason it is so simple and easy to succeed is that you can concentrate on only *two* result-producing factors. *That's all! Only two!* Because there only are *two* result-producing factors in success — in *your* success, in anybody's success.

Here they are:

(1) YOU! One essential factor in your success is for you to learn and constantly use *proven* success methods. In addition to learning *how* to succeed and then *doing* it, you must radiate a success attitude and project a success personality. *Anybody* can learn and do *that*. Preceding and later chapters teach you how.

(2) OTHERS! The other of the two essential factors in your success is the willing (even *eager*) help you must obtain from others. *Many* others!

You cannot long succeed, if you can succeed at all, by intimidating, threatening, coercing others into doing what you want. Intimidation will increasingly cause resentment. Threats will be met with instant hatred. Coercion will incur retaliation. Obviously, these are *not* ways to succeed.

The *only* way you can influence others to eagerly help *you* succeed is *first* to give *them* what *they* want, or help them get it. This will make you *needed*, *wanted* and *sought* by others!

That proven success method is plain enough. The key is in *selecting* the wants (preferably, the *needs*) which you are capable of fulfilling of everybody who possibly can help you.

Note that the controlling requirement is that you *select* wants (preferably, *needs*) which you can fulfill for *many* people. Obviously, you cannot give the *many* people whose help you will need — each a million dollars, or a new expensive home or a new luxury automobile or some other costly gift. Not

to *each* of the *many* people whose help you will need to succeed!

Those are just "wishful wants" anyway. What people *really* want is to fulfill certain "*inner cravings*" which psychologists call "*subconscious needs*."

Although some people may not admit it, the fulfilling of their "*inner cravings*" (*subconscious needs*) is much more deeply satisfying than receiving tangible gifts.

If you knew what are these "*inner cravings*" (which hereafter we shall call by their psychological name: "*subconscious needs*") *which everyone has to an intense degree*, and if you knew how to fulfill them and would constantly do so — you would become a "*source of fulfillment*".

How important is it that you become a *source of fulfillment*? Well, how important would a spring of clear, cool, pure water be in a desert? Everyone within range would *seek* it, *come* to it, and *fulfill* his thirst. *And be deeply grateful!*

So, if you build a reputation for fulfilling the subconscious needs of others, they will *seek* you, *come* to you to have their needs fulfilled.

Psychologists say that *the most important desire of every person* is to have his or her *subconscious needs* fulfilled.

Of course, you cannot fulfill *all* of the needs of anyone, but you *can* become a "*source of fulfillment*" of *vital subconscious needs*.

And, in appreciation, they eagerly will help you get what *you* want — *success*. With enough people eagerly helping you succeed, your success is assured — assuming that you continue also to use the other proven success methods.

First, you need to know what are the subconscious needs of others which you can easily fulfill. There are many, and they vary greatly in the intensity of their need to be fulfilled. So, I shall select only *four* which are so important that you do not need to know the rest, and which are so easy to fulfill that anybody can fulfill them — *and everybody should!*

One of these subconscious needs will be revealed and its fulfillment taught in each of the next four chapters. . .

Condensed from M. R. Kopmeyer's book: *How To Get Whatever You Want*

Give A Glow!

People annually spend billions of dollars on cosmetics, clothes, hair styling, jewelry, and almost every attractive possession trying constantly to fulfill their subconscious (and often very conscious!) need to be ADMIRERD.

Nor is seeking to be admired limited only to appearance. People want to be admired for their skill in all kinds of accomplishments: occupational, educational, cultural, sports, cooking, handicrafts, and the list is endless.

This leads to two obvious conclusions:

(1) The subconscious (and conscious) need for admiration in all people is unlimited.

(2) Your opportunity to fulfill this need is equally unlimited, and you should express *your admiration to everyone*.

All you have to do is to express your admiration about something or many things *every time* you are with someone, or phone or write him or her.

Be sincere, of course, but *be lavish and enthusiastic* in freely expressing your admiration. *Always give a glow!*

Enthusiastically expressing your admiration *every time* you are with, or phone, or write *everybody* — will establish you as a dependable “*source of fulfillment*” of one of the most intense and constant subconscious needs — *the unlimited craving to be admired*.

So people will want to be with you, or talk with you by phone, or correspond with you — *knowing that they will be rewarded with the admiration* they subconsciously (or consciously) crave. And you must *never* disappoint their expectation of admiration.

In return, they will show their gratitude by *helping you succeed*. People always repay their “*source of fulfillment*”.

“*Give a glow*” to everyone! *Everybody benefits* — which is the ultimate test of worthwhile success.

Condensed from M. R. Kopmeyer's book: *How To Get Whatever You Want*

The Deepest Craving In Human Nature!

The sure cure for the hostility, antagonism, confrontations, arguments and all the other expressions of disagreement which spread like a plague throughout individuals, organizations and nations is the soothing, healing balm of appreciation.

Famed psychologist, William James of Harvard taught, "The deepest craving in human nature is the *craving to be appreciated.*"

Let it flow!

Pour on your appreciation of everything and everybody at every opportunity. There are so many things for which all of us should be grateful. Not just silently grateful, but *vocally appreciative.*

This is not to say that everything is perfect, that there are no troublemakers, that there are no people and things which could not be improved.

The fact is that every thing and every person can be improved — *without exception.*

That's why we need a flood of appreciation about what *is* good — *because appreciation is the greatest creator of more good.*

The Bible teaches that if you want something (1) *ask* for it, (2) *believe* that you will get it, (3) *give thanks in advance for it as though you already have received it . . .* and you surely will receive it.

Note that you *give thanks before you receive* that for which you ask — as the *means of getting it* — not merely after you receive it. (That is one of the most powerful and effective of all proven success methods and I shall devote a full chapter to it later in this book.)

The purpose of this chapter is to urge you to become a *fountain of appreciation* constantly spreading your appreciation in every direction. *Let it flow!*

Become a “source of fulfillment” of the subconscious need to be appreciated which the great William James called “*the deepest craving in human nature*”, and all of the people in your personal world will *seek you, come to you* to have their deepest craving for appreciation fulfilled — and *reward you* by helping you get what you want . . . *success!*

In my 336-page book, *How To Get Whatever You Want*, I suggest that everybody compile and constantly use an APPRECIATION BOOK. Here’s how to do it:

(1) Get a notebook. Any kind of notebook will do because what you write in it will be its value.

(2) Beginning with the members of your family, write one name at the top of each page.

(3) When you have assigned a page to each member of your family, then write the names of your friends, associates, acquaintances, and everyone you want to include in your personal world — the name of each at the top of a page.

(4) Under each name write what you can say, write or do to express your appreciation to that individual. Remember that “appreciation” means more than being grateful, important though that is. “Appreciation” equally means “*being keenly sensitive to the admirable qualities of people and things*”. So your APPRECIATION BOOK also will be a personal ADMIRATION BOOK in which you write what you admire about each person and that person’s possessions.

(5) Just writing such a book will greatly improve your own personality. But best of all you will have a reference book as a constant reminder of what to say or write to everyone you know to express your appreciation of them — sincerely, enthusiastically on *every* contact.

People eagerly help those who *enthusiastically show their appreciation*. People refrain from helping those who *seem indifferent*. Always be *enthusiastically appreciative!*

Let your appreciation be unrestrained! *Let it flow!*

Your popularity will skyrocket! *And your climb to success will be made easy by helping hands!*

Condensed from M. R. Kopmeyer's book: *How To Get Whatever You Want*

The Most Powerful Motivation Of All!

The great educator, John Dewey, taught that "the *inner craving (subconscious need) to BE IMPORTANT is the greatest motivation of all*". Most psychiatrists, psychologists, behavioral scientists, success counselors agree.

Your desire to be important motivates you. Other persons' desire to be important motivates them.

The way for *you* to become important is to motivate others by fulfilling *their* desire to be important. Every person is, to some degree, important for some reason, in some way, to someone or to many people.

Find that reason! Find some reason (hopefully, *many* reasons) why each person is important. Then enthusiastically tell him or her so. Do this with every person.

Talk, feel and ACT "*as if*" every person you know is important. Become a "*source of fulfillment*" for every person's subconscious need to feel important. If people know that *always* when they are with *you* they will feel important — they will *seek* you, *come* to you, and *help you succeed*.

It is a psychological principle that people "repay" those who satisfy their subconscious needs and one of the most intense inner cravings is to feel important.

Also, the way to *motivate* people to do what you want them to do is *offer them a reward which enhances their feeling of importance*.

That's why the winning team each week in the United Appeal drive gets to ride down the main street on a fire engine with siren screaming, bells clanging, crowds cheering.

That's why there are trophies and medals for winners, awards, honors, degrees. I recently received a letter on which the signature was followed by *two full lines* of scholastic and honorary degrees!

"The subconscious need to *feel important* is the greatest motivation of all."

Condensed from M. R. Kopmeyer's book: *How To Get Whatever You Want*

Help Others **FEEL NEEDED!**

Perhaps the greatest sadness of growing old begins with the realization, or maybe only the feeling, that one is **NO LONGER NEEDED**.

Because no longer being **NEEDED** often is the beginning of no longer being **WANTED**.

There is much logic in the "*compulsory retirement age*". And much illogic. And much heartbreak. Much *self-imposed* heartbreak!

Being retired need not mean a rocking-chair existence. Being retired really means that you have the time and the opportunity to choose a **SECOND CAREER**. It is the time when you can do what *you* always have *wanted* to do — without the time-clock, quota-striving, success-demanding pressure and regimentation of big business — or worse, of little business trying to compete with big business.

There are many advantages in the increasingly popular **SECOND CAREER** concept for retired persons. If you are retired, you can choose any **SECOND CAREER** within the range of your finances and ability — and then use the quick, simple and easy success methods in this book to succeed at *your own chosen pace*.

Giving a copy of this book to a retired person, or to a person whose retirement is only a few years away, is one of the most *positive* ways of saying, "There is much which *you can do*, and *do successfully!* You *are* **NEEDED!**"

At the other end of the spectrum of those who do not feel **NEEDED**, is *youth*. Especially youth seeking employment, or a few years before seeking employment.

Suddenly, in the strange new world of big business, youth sees all those "square" adults competently performing complex operations with the confidence of years of experience — and youth has that sickening feeling of **NOT BEING NEEDED**.

Of course YOUTH IS NEEDED!

Business has been employing, teaching, training, encouraging, promoting — yes, and *seeking* YOUTH — since the first primitive businesses began. BUSINESS NEEDS YOUTH!

And business *wants* youth! Business, and the professions, and the services — the whole organized adult world *needs* the very special qualities which youth has in such exuberant abundance. Youth is the transfusion of life-blood without which business could not continue to exist.

In every youthful job-applicant, the employer is looking for *one special quality*. That is the ability to make the employer MORE SUCCESSFUL. That is why *the employer is in business*; to be SUCCESSFUL. So naturally, what every employer is looking for in each job applicant is: can he or she increase the *company's* SUCCESS?

Obviously, a youth seeking his first job cannot be expected to know very much about his prospective employer's business — or *any* business. *But he can know how to be SUCCESSFUL* — and *that* is what the *employer wants!* Because when the employees know how to be SUCCESSFUL themselves — naturally they will make the business that much more SUCCESSFUL.

And . . . knowing how to be SUCCESSFUL is just as quick, simple, and easy as reading this book.

If you want to make a youth FEEL NEEDED in the business world, give him or her a copy of this book. Specific job-skills will need to be learned. But, SUCCESS, *the most important job-skill of all*, must be learned, too. And SUCCESS can be learned *in advance* — from this book.

That does not apply *only* to *youthful* job applicants but to job applicants of *any age*.

A lot of clever managers are going to give copies of this book to their present employees, because they know that the more their employees learn about SUCCESS, the more *successful* their businesses will become.

Because SUCCESS is what business is about!

Condensed from M. R. Kopmeyer's book: *How To Get Whatever You Want*

INTENSELY BELIEVE You Can Succeed!

In my 336-page book, *How You Can Get Whatever You Want*, I devote a special section to real-life stories of how people throughout recent history — SUCCEEDED.

In every great life there always was ONE common ingredient — ONE quality which each person had: the INTENSE BELIEF that he or she could succeed! This INTENSE BELIEF enabled each person to succeed to the height of greatness in WHATEVER field he or she chose, whether it was creating lightning or being a medical missionary in primitive Africa or becoming the greatest woman scientist!

It doesn't matter *what* YOU choose to succeed in doing and obtaining. You can do and get WHATEVER you want! But you MUST do *these* things:

(1) You must decide *exactly* WHAT you want as *your* life-goal. You can do and get WHATEVER you want!

(2) You must INTENSELY BELIEVE *you will get it*. Psychology teaches, "Belief creates the actual fact."

(3) You must want it ENOUGH to *pay the price* to get it. The price is: (a) Knowing what to do, (b) Doing it.

(4) You must use *proven success methods*. By using the proven success methods in this book, YOU can get WHATEVER you want!

Well, if success is that easy, why don't *more* people succeed? Simply because *they don't know how!* They are *not using* proven success methods — they are using failure methods which surely guarantee their failing, just as using proven success methods will surely guarantee their succeeding!

Most people do not INTENSELY BELIEVE they can succeed. And unless they BELIEVE, they cannot possibly succeed! Yet they do not have confidence in themselves.

In a survey, 600 university students were asked to

name their biggest problem. Three out of four replied, "*Lack of self-confidence.*"

Think of it! Three out of every four university students admitting that *lack of self-confidence* was their biggest problem! I wonder where the remaining fourth rated their lack of self-confidence. Second? Third? Wherever they rated it, if they lacked self-confidence *at all*, their university training would do them little good, because as psychologist Dr. Walter Scott, President of Northwestern University said, "Success or failure is caused more by MENTAL ATTITUDES *than* by *mental capacities.*"

What kind of *attitude* do you have?

All the formal education in the world will not help you *unless* you INTENSELY BELIEVE that *you will succeed.*

If you do INTENSELY BELIEVE that you will succeed — *even if you do not NOW have the necessary education — you will get it*, sometimes from unexpected opportunities which you never even imagined were available to you until you began to INTENSELY BELIEVE you would succeed. Not only the necessary education, but *everything necessary to your success will progressively become available to you* as you more INTENSELY BELIEVE you will succeed!

It is a Law of Life that BELIEF attracts to it all of the elements which make its realization possible.

Yet, for some stupid reason, *people continue failing to believe in themselves!* In another survey almost *nine out of every ten people* confessed that they suffered from *feelings of inferiority and inadequacy!*

Psychiatrists say that lack of self-confidence is perhaps the most common psychological complaint in America today.

Psychologists have found that people do not solve their problems — *not because their problems can't be solved* — but because people GET DISCOURAGED!

The first job you have to do is sell YOU on YOURSELF. If YOU aren't sold on YOURSELF — you

never will be able to sell others on yourself or on your ideas!

Get in front of a mirror and give yourself a pep talk!
Some of the world's most successful people do that every day!

Write a *commercial* about YOU and read it to yourself many times every day. That's another self-confidence-building method many successful people use.

Always walk and act as though you had *just closed a million dollar deal!!!* This will change your whole attitude! You will walk, act and talk like a success! It's the fastest, surest way to get and express the all-important "*success attitude*". Try it — starting right now! Always walk and act as though you had *just closed a million dollar deal!*

LOOK like a SUCCESS! . . . TALK like a SUCCESS! . . . ACT like a SUCCESS! . . . THINK like a SUCCESS! . . . INTENSELY BELIEVE you *are* a SUCCESS! . . . And you will *be* a SUCCESS!

Radiate so much "*success attitude*" that other people will feel that *they* have to impress *you!*

You cannot succeed without radiating ASSURANCE — because radiating ASSURANCE is the *outer* expression of your *inner* BELIEF!

Memorize it! Make ASSURANCE a part of all your planning, all your thinking, all your attitudes, all of your talking, all your actions.

(1) You must PLAN with ASSURANCE. If you don't, your plans will be uncertain. You won't have the necessary confidence that they will succeed. You can't put all your driving force behind an uncertain plan.

(2) You must THINK with ASSURANCE. This will give your thoughts power, decisiveness and confidence.

(3) You must always maintain the ATTITUDE of ASSURANCE. Remember that everyone radiates an aura of magnetic vibration which reaches and impresses the subconscious minds of all other persons nearby. With a strong ATTITUDE of ASSURANCE, you impress everyone with *your certainty of success.*

(4) You must TALK with ASSURANCE. *This is the only way to be convincing!* The principal and usually the only reason a person will not do what you ASK him to do is that he is not absolutely SURE that what you ask him to do will *definitely benefit him*. So you must constantly ASSURE him that *he cannot lose* and that *he SURELY will benefit*.

(5) You must ACT with ASSURANCE. Then all your actions will be forceful, direct, decisive.

And how do you get this ASSURANCE which is so important to your success?

You *get* ASSURANCE by INTENSELY BELIEVING *you will succeed* and by expressing ASSURANCE in all your planning, all your thinking, all your attitudes, all your talking, all your actions.

By INTENSELY BELIEVING, *you will express and you will have the ASSURANCE necessary for your success!*

The eminent psychologist, William James of Harvard, taught: "BELIEF *creates the actual fact.*" Then the brilliant mind of William James added something more. He added the "*miracle power*" of OVER-BELIEF!

What is this amazing power of OVER-BELIEF? It is *confidently believing* that you can achieve *much more* than you *think* you can. Here's how it works:

As stated in the first part of this chapter, most people lack self-confidence. They greatly under-estimate their capabilities. Psychologists say that most people achieve only *one-tenth* as much as they could! That means that most people *can* achieve *ten times* as much as they *now are* achieving!

The reason is that they UNDER-BELIEVE. And since they UNDER-BELIEVE that they can only achieve *one-tenth* of their real capability, they could — and *should* — OVER-BELIEVE that they can achieve *ten times* as much . . . their *real* capability!

If you OVER-BELIEVE *to the farthest limit of your imagination* you will set in motion "*miracle power*"!

Condensed from M. R. Kopmeyer's book: *How To Get Whatever You Want*

Make Your BELIEF A Personal Slogan!

You cannot INTENSELY BELIEVE in some *vague generality*. Your belief must be *specific*.

You cannot *concentrate* on some *indefinite wish* that you will be successful . . . at something . . . some time . . . perhaps! You must be *specific*.

You do *not* need to impress your subconscious mind with *specific instructions* concerning HOW it *should proceed* in materializing what you want — but you *do* need to impress your subconscious mind with WHAT you want.

When you impress your subconscious mind with WHAT you want, it knows better than you (your conscious mind) exactly HOW to enable you to get it — and will proceed to do so in its *own* miraculous way!

So, first you must decide *exactly* WHAT you want. You must be able to put it into *words* — a brief, clear statement of WHAT you want — a *slogan* to sell your subconscious mind!

As every advertising man knows, a *slogan* — *frequently* (almost continuously) *repeated over a sufficient period of time* — makes an *intense impression* in the mind.

So, to make the necessary *intense impression* in your subconscious mind, you must word WHAT you want in the form of a *personal slogan*. Here's an example:

Suppose you have decided that *you want to be rich*; that you want to be able to afford anything money can buy, and use your wealth to help others.

You must impress your subconscious mind with WHAT you want: *to be rich*. But suppose you tried to impress your subconscious mind, by repeating silently to yourself, over and over, the following rambling statement of WHAT you want: "I want to be very rich and have enough money to buy things I always have wanted but never could afford."

That is a statement — *not a slogan*.

Just *try* to repeat *that* long statement — over and over! Then imagine what your subconscious mind will do about it. I'll tell you. Your subconscious mind will do *nothing* about it!

So, to intensely impress your subconscious mind with WHAT you want — *to be rich* (if that is what you want) — you have to *concentrate* the words into a clear, brief *slogan*.

Use this *slogan* to instruct your subconscious:

Make a million! . . . Make a million! . . . Make a million! . . . Make a million! . . . Make a million! . . . Make a million! . . . Make a million!

Read the above slogan — over and over again — for the *next five minutes!* Read it **INTENSELY** to yourself. Form the words with your lips to put more *force* into them! Make a *command* of this slogan! A 2-second goal command!

Over and over again — *for the next five minutes* — **INTENSELY** read (or say) to yourself:

Make a million! . . . Make a million! . . . Make a million! . . . Make a million! . . . Make a million! . . . Make a million!

You can *actually feel* the **INTENSE impression** this slogan makes on your subconscious mind!

Now visualize what an **INTENSE impression** you will make on your subconscious mind when you repeat this slogan (*or one you write for another desire*) . . . over and over again . . . for five minutes when you awake every morning . . . and for five minutes just before you go to sleep every night . . . and as often as you can throughout every day . . . day after day until **YOU GET WHATEVER YOU WANT** . . . *wealth . . . happiness . . . love . . . friends . . . power . . . fame . . . success . . . whatever you want!*

How often can you mentally repeat your personal slogan in one day? Not counting working hours, a 2-second slogan can be repeated 10,000 times a day!

Condensed from M. R. Kopmeyer's book: *How To Get Whatever You Want*

PROOF Of The Power Of INTENSE BELIEF

How strong *is* the power of INTENSE BELIEF? Well, it will *multiply* personal power!

Here are some *exact* figures: Three men were given this same test. It was a physical test to measure on an accurate grip-meter the strength of the physical grip in the hands of these three men.

The average grip of these three men under normal conditions was 101 pounds.

Then the three men were put under hypnosis and it was impressed into their subconscious minds that they were "very weak . . . very weak . . . *very weak . . . that their grip was very weak*". Then, they were given the same grip-test again and their average grip *was only 29 pounds!* Because they BELIEVED (under hypnosis) that they were *very weak*, they actually *lost more than two-thirds of their strength!*

Then, while still under hypnosis, these same three men were impressed — through suggestions to their subconscious minds — that they were men of "great strength . . . very strong . . . super men . . . *with a powerful grip.*" They were given the same grip-test again and because they BELIEVED (under hypnosis) that they were *very strong*, *their average grip was 142 pounds!*

BELIEF *alone* increased the strength of their grip 40% *above normal!*

BELIEF *alone that they were very strong increased the strength of their grip FIVE TIMES MORE than when they BELIEVED they were weak!*

This is amazing proof — by actual physical tests — of the power of BELIEF!

Then . . . INTENSELY BELIEVE!

BELIEVE with the faith of millions of farmers

throughout the world *who take all the grain they have and throw it on the ground!* They have many, many bags of good grain and they scatter it all over the ground until it is all gone. They have nothing left!

Nothing left? Why, they have the most important thing left — their BELIEF that the grain will take root and grow! They have their BELIEF that the grains thrown on the ground will produce more grains in great abundance so that the people will be fed. Their BELIEF is based on Natural Law.

You must PLANT before you can HARVEST. There is a great lesson here that applies to life in many vital ways, but, for the moment, we'll pass it by and go on to the other important fact we learn from farmers:

YOU WILL HARVEST EXACTLY THE SAME THING YOU PLANT!

That great fact does not apply only to farm crops. *It applies to the BELIEFS you plant in your subconscious mind!*

If you plant in your subconscious mind the BELIEF that you will be a failure — you can harvest only failure! Just as the farmer who plants corn can harvest only corn, or who plants wheat can harvest only wheat.

Plant, in your subconscious mind, the INTENSE BELIEF *that you will harvest happiness, love, health, wealth, success, popularity, fame, or WHATEVER good things you want.* By Natural Law (*which cannot be changed even to the slightest extent*) you will harvest a great abundance of *happiness, love, health, wealth, success, popularity, fame, or WHATEVER* you want, because with INTENSE BELIEF *that was what you planted in your subconscious mind as your most-wanted objective in life.* And, *that is exactly what you will get.*

How do you know YOU are *capable* of obtaining *whatever* you INTENSELY BELIEVE? Again we turn to Natural Law, the Law of the Universe. According to Natural Law: “The INTENSE BELIEF *that you will get a specific thing or achieve a specific accomplishment* is Nature’s way of telling you that you *have, or you will receive, everything you*

need for getting or accomplishing **WHATEVER YOU BELIEVE** you will get or accomplish.

Whatever the mind of man can conceive and BELIEVE, man can achieve!

No obstacle can withstand the enthusiasm and persistence based on **INTENSE BELIEF**.

I do not believe in magic; I believe in Natural Law. And, yet, there is something like magic in the power of **INTENSE BELIEF**. Concentrated **INTENSE BELIEF** in your ability to do a thing, *somehow* gives you *extraordinary* power to *do* it!

It is as though some unseen hand removes obstacles, arranges circumstances in your favor, provides the necessary personal contacts and mysteriously guides you to achieve what you INTENSELY BELIEVE you can do!

I don't believe in magic but I have to admit that *strange, extraordinary happenings inevitably accompany INTENSE BELIEF!* There is too much *proof*. There is too much *scientific evidence*. And, of course, I know the things which have happened to me personally as the result of my own **INTENSE BELIEFS**.

No, **INTENSE BELIEF** isn't magic. It's a part of Natural Law — like electricity. And some day perhaps we'll know *exactly* how **INTENSE BELIEF** works. But for now, let's accept the power of **INTENSE BELIEF** as we accept the power of electricity. We don't know *all* about electricity. But we do know *how* to use it — so we *do* use it for our own benefit and for the benefit of mankind.

We don't know *exactly how* **INTENSE BELIEF**, through our subconscious minds, accomplishes its amazing results — but, like electricity, we know *how to use* the tremendous power of **INTENSE BELIEF** as taught in this book. So, like electricity, let's **USE** the power of **INTENSE BELIEF** for our own benefit and the benefit of mankind!

Now, let's take a moment to examine a few more examples of the **POWER OF INTENSE BELIEF**:

In the entire history of track meets, ever since accurate time records had been kept, it was BELIEVED (based on those time records) that *nobody* could run a mile in 4 minutes because NOBODY ever had done it. And it was BELIEVED so INTENSELY that *nobody did!*

Then, to the astonishment of the athletic world, one track star *did* run a mile in 4 minutes! So then *everybody* suddenly BELIEVED that a mile could be run in 4 minutes or less. And now *every* good miler runs the mile in less than 4 minutes! It is just a matter of BELIEF.

That has been true of all sports records. A record may stand for many years and everybody BELIEVES it represents the ultimate in human capability. Then someone breaks the supposedly unbreakable record. So *everybody* then BELIEVES it is possible after all — and the old supposedly unbeatable record is broken with such regularity that it becomes obsolete.

That same principle applies to everything in which the power of BELIEF can be brought to bear. Consider achievements in outer-space. Many years ago, here in America, we BELIEVED it would take many years (if ever) to put a space-craft into orbit in outer-space.

Then suddenly one day the world was electrified by the astounding news that the Russians had launched their first Sputnik and that this pioneer space-craft was successfully orbiting the world in outer-space.

THEN WE REALLY BELIEVED it could be done! And spurred on by our BELIEF, we quickly began producing and launching our own space-craft to orbit the world . . . then to land on the moon . . . then to explore the vastness and mysteries of outer-space.

What really made the difference? Why did all these things *suddenly* become possible? Because we INTENSELY BELIEVED we could do it!

The power of BELIEF is dramatically demonstrated by the fluctuations of the prices of stocks on the stock market.

Sometimes the price of a stock will rise or fall drastically *in one day*. The *change* in the total value of a large corporation's *stock* may amount to *millions of dollars in just one day!*

Why? Because investors BELIEVE the price of that company's stock is going to go up or down. Often — more often than not — it is *solely* a matter of mass BELIEF. The *actual* value of that company's stock probably hasn't changed at all, *in that one day*, in terms of the corporation's assets, liabilities, net worth, current earnings, potential earnings and all the other factors which go to make up the *real* value of the corporation itself. Yet the price of that company's stock may *increase or decrease millions of dollars in one day* because the BELIEF gets started among investors that the price of its stock is going to go up or down. *But nothing has changed except BELIEF!*

Such is the great power of BELIEF that it can cause the total value of all stocks to rise or fall BILLIONS of dollars in just one day! *Yet, often nothing has changed except BELIEF, as is proven by the fact that the stock market — the VERY NEXT DAY — may more than regain its previous day's losses or lose more than its previous day's gains!* And still nothing changed but BELIEF!

Famed psychologist William James taught: "BELIEF creates the actual fact." BELIEF creates the MENTAL PICTURES which direct your subconscious to *materialize them in your life*. William James further said, "In any project, the important factor is your BELIEF. *Without BELIEF there can be no successful outcome.* That is fundamental."

Dr. Walter Scott, famous psychologist and President of Northwestern University said much the same thing: "*Success or failure is caused more by mental attitudes (BELIEFS) than by mental capacities.*" In other words, your success is the result of your INTENSE BELIEF that you will succeed — *and is not dependent on superior brainpower.*

Bruce Barton said, "Nothing splendid has even been achieved except by those who dared BELIEVE *that something inside them was superior to circumstances.*"

Condensed from M. R. Kopmeyer's book: *How To Get Whatever You Want*

DANGER! ... Handle With Care!

You should be very careful in thinking about your future — especially in holding MENTAL PICTURES of what you expect from life — *because THAT is what you will GET!*

MENTAL PICTURES simply are directives to your subconscious mind to *produce* (materialize) in your life *exactly* what you MENTALLY PICTURE.

Your subconscious mind is not the reasoning part of your mind. All reasoning, all judgment, all deciding is done in your *conscious* mind.

Your *subconscious* mind *does not reason concerning the results of its acts*; it does not judge whether its following your MENTAL PICTURE directions will be good or bad for you; it does not decide whether it should or should not cause your MENTAL PICTURES to become your future. Those activities are not the function of your *subconscious* mind. *The function of your subconscious mind is to turn your MENTAL PICTURES (whatever they are) into reality in your life.*

Your *conscious* and your *subconscious* minds are the management and the factory producing your life.

Your *conscious* mind is the management; it *gives the orders*, says *what* to produce, says *what* your life will be.

Your *subconscious* mind is the production part of your life factory. It follows *exactly* the directions given to it through thoughts, slogans and mental pictures in your conscious mind. *It does not — it cannot — question, change or disobey those instructions!* Your subconscious mind (through being a part of the all-powerful Infinite Mind) *produces* in real life *exactly* what your conscious mind tells it to.

That is why you have to be so very careful what you *think about*, what you MENTALLY PICTURE — *because THAT is exactly what you will get in real life!*

Your subconscious mind not only acts to bring you the good things of life — it acts in response to MENTAL

PICTURES for your benefit *or to your detriment*, depending upon the MENTAL PICTURES you, yourself, impress upon it.

The files of every psychiatrist are filled with actual case histories which show the dangers of impressing MENTAL PICTURES of failure, illness and fear into the subconscious mind. That is why it is *necessary to warn you that your subconscious mind can do you great harm as well as great good.*

(1) Do NOT impress into your subconscious mind MENTAL PICTURES of what you DON'T WANT (failure, illness, loss) because your subconscious mind will produce in your life the exact condition which you constantly MENTALLY PICTURE.

Remember, your subconscious mind does not judge what is good or what is bad for you — *it only acts on whatever instructions you give it through your constantly held MENTAL PICTURES.* So if you hold in your mind MENTAL PICTURES of failure, illness, loss, unhappiness, or any undesirable circumstance *that* is exactly what will become a reality in your life. So *don't* do it!

(2) Do NOT impress into your subconscious mind MENTAL PICTURES involving FEAR because your subconscious mind will accept your instruction to make FEAR a *reality* in your life and thus cause you to WITHDRAW from the fear-situation.

The more situations you FEAR — the more you will WITHDRAW from normal activity, thus starting a psychological pattern of progressive WITHDRAWAL.

The “drop-outs” about whom we read so much — school drop-outs . . . job drop-outs . . . social drop-outs . . . life drop-outs — may pretend that they are “turned off” and just indifferent, but the fact is that they are WITHDRAWING because of their subconscious (sometimes, conscious) FEAR OF FAILING.

In the next chapter you will learn how to *cure* WITHDRAWAL caused by FEAR — because you will learn how to *eliminate* FEAR, itself.

Condensed from M. R. Kopmeyer's book: *How To Get Whatever You Want*

How You Can Conquer FEAR

There is a sure and simple way to eliminate fear from your life.

This is the opinion of the many modern psychiatrists who now use *Behavior Therapy* to “desensitize” and eliminate the fear impulse, itself, instead of going through long, tedious, and very expensive psychoanalysis to seek the early, initial cause, usually rooted in some vague, repulsive, childhood experience.

Behavior Therapy (also called *Desensitization Therapy*) simply means confronting and attacking your fear directly — by **DOING THE THING YOU FEAR** until you desensitize the fear-reaction by exhausting its response. And so the fear, itself, is eliminated.

This is begun in the *imagination*. Begin with the mildest possible stimulus. For example, in eliminating the “dirt phobia,” one would begin by *imagining* a speck of dirt. Then *imagine* coming into contact with more and more dirt.

When the fear of dirt was “desensitized” in the *imagination*, reality would be substituted for imagination by *actually touching* a real speck of dirt. Then *actually handling* more and more dirt.

By *repeatedly* and *increasingly* **DOING THE THING YOU FEAR**, you “desensitize” your fear-response.

Actually you *exhaust* your fear — which is why this is called the *Fear-Exhaustion Method* of *Behavior Therapy*.

CONTINUE — INCREASINGLY — TO DO THE THING YOU FEAR and *your fear will be eliminated!*

I tell you this from personal experience.

When I was a little boy, I stammered so badly I could hardly speak — and then my embarrassed efforts were accompanied by the mimicking ridicule of other children and the unwelcome sympathy of grown-ups. I **FEARED** being called upon to recite in class. In fact, I **FEARED** the necessity

of speaking anytime.

When I graduated from high school I was excused from delivering the required senior speech because I stammered so badly that I would have been jeered right off the platform!

About that time, I learned that if you **CONTINUE — INCREASINGLY — TO DO THE THING YOU FEAR — YOUR FEAR WILL BE ELIMINATED.** Since stammering is caused by self-consciousness and fear of speaking, I knew I had to speak at every opportunity.

First I whispered and later spoke aloud at home alone in front of my mirror . . . then I spoke to individuals . . . then to small groups . . . finally to large audiences.

In the beginning, I went through the torments of hell doing it — but I knew *I had to do the thing I feared if I were to overcome it.* The more I spoke, the less I feared to speak — until the FEAR was gone, so the stammering was gone.

I spoke before civic clubs, luncheon clubs, business groups, college graduates, and from the pulpits of churches. I conducted sales seminars for large corporations. I have spoken from the same platform with a member of the Cabinet of the President of the United States. And I have spoken to the world over the *Voice of America* world-wide radio broadcasts.

I increasingly did the thing I feared until the fear was gone!

I learned then — and I have continued to use this method successfully to eliminate *all* fears throughout a lifetime:

CONTINUE — INCREASINGLY — TO DO THE THING YOU FEAR — AND YOUR FEAR WILL BE ELIMINATED.

Condensed from M. R. Kopmeyer's book: *How To Get Whatever You Want*

Beware Of These POISON THOUGHTS!

You can poison your mind!

There are many more people with *sick minds* than there are with sick bodies.

Many sick minds are sick because they are *mentally undernourished*. They are deprived of wholesome thought-nourishment, as provided by the author's 80-chapter book: *Thoughts To Build On* and other thought-expanding books.

Many sick minds are sick because of lack of *mental exercise*. They are not given enough thought-stimulation to keep them actively healthy.

But most sick minds are sick because they are given a daily dose of mental poison in the form of POISON THOUGHTS!

How do POISON THOUGHTS get into your mind? You THINK them! That's all you have to do to *mentally poison* your mind, to make yourself *mentally sick* — just THINK POISON THOUGHTS. That's all. It's just as simple as that. And . . . just as *deadly*!

POISON THOUGHTS may or may not kill you *physically*. They may not even kill your *entire* mind. *They kill the cybernetic (goal-reaching) part of your mind.*

When POISON THOUGHTS first *sicken* . . . then *weaken* . . . then *kill* . . . the *cybernetic (goal-reaching) part of your mind*, you become a ship *without a rudder* . . . blown off course by the winds of Chance . . . buffeted about by the sickening waves of Fate . . . finally sent crashing, smashing, helplessly into the rocks by the inevitable storms of Life.

The tragedy of insecurity and instability is happening — in some degree — to many people whom you know, or see in person or on television, or about whom you read in the daily newspapers. You may not realize that *their minds have*

been poisoned — made sick by POISON THOUGHTS — but you will know when you read the following list of MENTAL POISONS:

(1) VIOLENCE: We are confronted by a world-wide *epidemic of violence!* There is no need to record the details here because the news media report them in vivid detail every day.

We are concerned here with the *psychology* of violence — not the physical violence, itself, but the *mental-emotional effect* on those who commit violence. And on their victims.

Violence is an *insane form of ego-expression* — the last mind-explosive resort of those who cannot *intelligently* cope successfully with personal problems. *Violence is the complete collapse of ability to deal rationally with life.*

(2) THREATS OF VIOLENCE: You hear threats of violence (real or implied) almost every day, concerning even the most commonplace situations. First there are “demands” (“demands” have a built-in threat) . . . then the *insulting challenge*: “Our demands are *non-negotiable!*” . . . then the *hostile threat*: “Unless our *non-negotiable demands* are met NOW . . .”

How *incredibly stupid!* There is no *possible* way to do worse!

Such a threat violates *every principle of Personal Influence Psychology!* Even if such a threat obtains some grudging concession, *the concession is merely a delaying tactic* — because no person or group can *threaten* another person or group *without incurring seething hostility* which eventually will *avenge* the insulting, ego-damage of the threat.

The sensitivity of the human ego is such that no other result is psychologically possible. There can be no question concerning *if* hostile retaliation will occur, but only *when* and *how!*

Meanwhile *all* of the minds involved in the threat of violence are POISONED! More correctly: INCREASINGLY

POISONED . . . *because only a POISONED MIND would make threats as a means of coping with a problem.* Threats are the complete surrender of intelligence; the admission of having a sick mind.

(3) THOUGHTS OF VIOLENCE: This is a form of reaction to a provocation or hostile situation in which most people indulge without being aware that they are POISONING their minds! They are annoyed, irritated, insulted, angered — *so they hope that violence will befall the source of their anger.* They derive pleasure just from *thinking violence!*

This is such a natural, human reaction (which perpetrates no actual physical harm to others) that one might think it harmless — *EXCEPT that it implants in the subconscious mind MENTAL PICTURES of actually engaging in violence.* Even though no *acts* of violence take place, the MENTAL PICTURES of violence are there — *and are implanted permanently in the subconscious mind.*

And . . . each MENTAL PICTURE of violence is just one more dose of MENTAL POISON. *Continued MENTAL PICTURES of violence will accumulate to become an overdose of MENTAL POISON with disastrous consequences to the cybernetic (goal-reaching) guidance part of the mind.*

(4) HATE: Next to *fear* and *violence* the most deadly of the MIND POISONS is hate. *Hate is a mental poison which instantly distorts the mind.* It transforms admirable people into evil demons bent on destruction of the objects of their hate by whatever means their twisted minds devise — the *physical violence* of killing, rioting, bombing, burning, destroying . . . or the *economic violence* of hate-strikes, hate-boycotts, hate-slogans and hate-propaganda . . . or the *mental violence* of sinister plotting, scheming, or just MENTALLY PICTURING harm to others . . . or the *emotional violence* of deeply hurting someone's ego, honor, pride or sensitivity.

It is regrettable that *Personal Influence Psychology* cannot be effective only for doing good. But the grim fact is that *Personal Influence Psychology* is equally effective in trans-

forming naturally good people into evil demons by those who, subversively for secret fortunes, or stupidly for ego-satisfaction, make a career of fomenting revolts or inciting riots; organizing hate-demonstrations, hate-strikes, hate-boycotts; spreading hate-propaganda; shouting hate-slogans and hate-chants.

It is so easy, by using *Personal Influence Psychology*, for professional trouble-makers to stir up trouble that they really should not be so well-paid for doing it. It is simple for them to pick the bullies in a dissatisfied group, tell them that they really are "militant activists," and delegate to these pseudo-leaders the easy assignment of inciting their followers to use hate in organized revolts, riots, hate-strikes, hate-boycotts, hate-demonstrations through the use of hate-propaganda, hate-slogans and hate-chants.

Thus hate is deeply implanted in the subconscious minds of all of the members of an organized group and the fringe hangers-on. From then on, they are the puppets of push-button psychology, and their hate-actions become an instant conditioned response to the inflammatory hate-speeches of their masters.

Your knowledge of the foregoing method should prevent your ever becoming involved as a pawn in the hate-mongering racket.

But all hate is not organized. This hate-prone world is a spawning ground for individual, personal hates. There are reasons for this — but there also are psychological methods which you can use to prevent becoming a mental or emotional victim of hate — your own hate or that directed against you.

It is the purpose of this and the following chapter to *list, describe, and caution against* the most dangerous MENTAL POISONS resulting from people-problems and problem-people.

One of the *people-problems* is resentment, and because resentment is one of the dangerous *mental poisons*, we shall examine it and explain how to eliminate it and other POISON THOUGHTS, in the next chapter . . .

Condensed from M. R. Kopmeyer's book: *How To Get Whatever You Want*

More MENTAL POISONS To Avoid

If you are going to reach your goal in life, if you are going to get **WHATEVER** you want — you can do so *only* by **INTENSELY** impressing your goal, your greatest **WANT** into the cybernetic (*goal-reaching*) *part of your subconscious mind*.

Preceding chapter-lessons have taught you how to do it. Later lessons will teach you more.

But if you distort your subconscious mind by frequent doses of **POISON THOUGHTS**, the *cybernetic (goal-reaching) part will be disorganized and will actively produce twisted, poisoned results which will constitute your life*.

If you *saturate* your subconscious mind with an *overdose* of **POISON THOUGHTS**, you will *kill* its most easily accessible *cybernetic (goal-reaching) part* — and you will become a life drop-out; dully alive physically, but dead mentally, emotionally and spiritually.

In the preceding chapter, we discussed the **MENTAL POISONS** of violence and hate. We separate them from other *poison thoughts* because violence and hate are clearly visible — and they are plainly labeled: "*Mental Poison*".

But there are other **POISON THOUGHTS** which are not so easily recognized as *mental poisons* because: (1) they are so widespread and commonplace; (2) they are *slow-poison* mentally, and gradually distort people's goal-reaching capabilities so that their victims are unaware of them until it is too late.

These **GRADUAL MENTAL POISONS** are:

(1) **RESENTMENT**: Resentment is our unfavorable reaction to what we consider to be an affront to our precious egos; an insult or attack on our person or possessions.

Resentment remains imbedded in our subconscious mind where, like cancer in our bodies, it may slowly destroy the vital organs, or it may spread rampant throughout the entire system — uncontrollable and rapidly escalating.

Slow, gradually destructive resentment sometimes turns inward in the form of self-pity and eventual withdrawal to escape further (real or imagined) hurt feelings and to shelter tender egos.

Overt resentment soon becomes a mental-emotional wildfire raging uncontrolled and rapidly escalating from resentment . . . to anger . . . to hate . . . to violence — sometimes even resulting in murder. Many murders begin as resentments which were only “slow burns” until somebody poured on the flammables of anger, hate and violence.

(2) **ESCAPISM:** Most people do not realize that escapism is a **MENTAL POISON**, yet the subconscious desire to escape from an unpleasant reality distorts the *cybernetic (goal-reaching) function* of the subconscious mind so that *the goal becomes escape, itself*.

Escapism is the primary cause of most “*psychosomatic illnesses*”. It long has been known that *more than half* of all patients in doctors’ offices and in hospitals are suffering from *psychosomatic disorders* — bodily illnesses, *mentally caused*. And the *mental cause* is the subconscious “goal” of *escaping* a repugnant situation.

A patient with a broken arm certainly feels that his accident was a *physical* happening as, of course, it was. But behind the physical “accident” may well have been a *subconscious escapism goal* — a *mental* desire to *escape* the responsibility of doing something (unpleasant, embarrassing, or dangerous) which he subconsciously acted to avoid. Thus the broken arm provided the *escape*.

The foregoing is a mild example. People go blind; people are partially or completely paralyzed; people develop almost every imaginable illness (although some psychosomatic disorders are more prevalent than others) impelled subconsciously as a means of *escaping* some repugnant situation, or to excuse their withdrawal from some undesirable reality, or even as a subconscious form of self-punishment for a sense of guilt.

Most patients with psychosomatic disorders do not

realize that their illnesses or accidents have a primary *mental* cause — and they would not admit it if they did. Nevertheless, the fact is that 50% to 90% of *all illnesses and accidents* have at least *some mental basis!*

That fact should be sufficient warning to the reader to AVOID POISON THOUGHTS: of violence, hate, anger, resentment, fear, escapism and *withdrawal*.

(3) WITHDRAWAL: This is the drop-out syndrome — and because being partial or full-time *drop-outs* is incapacitating an alarmingly large part of our population, it is important to learn about this MENTAL POISON that deactivates the *cybernetic* (*goal-reaching*) function of the subconscious mind. The drive toward a worthwhile goal *stops* — *and there no longer is any goal at all!*

No goal . . . nothing to strive for . . . no incentive . . . no motivation . . . no enthusiasm . . . no effort . . . no interest . . . that is the *drop-out syndrome*.

How often we see it happening today! School drop-outs . . . family drop-outs . . . drop-outs from structured society which is the basis of orderly civilization . . . drop-outs from life, itself, into a cozy cocoon of nothingness!

We could devote pages just to listing the various kinds of drop-outs. Then, we could devote chapters to describing the causes of *withdrawal psychosis* and prescribing ways to deal with each cause and effect. *We shall do none of that!*

We do not *need* to! Because if you will devote your *full time* to applying the success methods in this book to *everything you think and do* — you will be too busy *succeeding* in GETTING WHATEVER YOU WANT to leave any space in your subconscious for even a drop of MENTAL POISON to seep in.

It is important for you to know about POISON THOUGHTS and the damage they *could* do to your subconscious mind *if* they could get in but it is equally important to know that *using the success methods in this book will keep the MENTAL POISONS out!*

Condensed from M. R. Kopmeyer's book: *How You Can Get Richer Quicker*

"Be Yourself" Can Be The Worst Possible Advice!

For as many years as I can remember, personality counselors and assorted advisers have been advocating: "*Be yourself*".

Of course, you cannot be anyone else! But the intent of all this "*be yourself*" advice is, in addition to flattery for whatever purpose, *to warn you against trying to be "like other people" — even very successful people!*

If you want to be flattered into "*being yourself*" and *staying the way you now are*, then there is no sense in studying this book because its specific purpose is to teach you *how to be like the successful people* who notably have achieved high positions of leadership and power, and who have attained great wealth, fame and whatever they wanted in life.

If YOU want leadership, power, wealth, fame — *or whatever* are your highest goals in life — the *only* way you can achieve them is to *develop the successful personal qualities and use the methods which have been proven successful by others* in achieving those goals.

As you develop more successful personal qualities and use more successful methods, *you will change*. And *that's good!* Nobody ever became more successful *without changing for the better!* The more you *change* for the better, the more *successful* you will be!

It has always been so. And it is so now. It is not enough just to continue to "*be yourself*". Success requires continuous change — *change into a more successful personality using more successful methods*.

Don't get stuck with the present! The reason for studying this book is to *improve* your present by *changing* it for the *better*, and that includes changing from "*being yourself*" as you now are — to "*being an improved self*".

Condensed from M. R. Kopmeyer's book: *Thoughts To Build On*

Grapple!

It has always been so, and the big word in problem-solving today is "GRAPPLE".

This word "grapple" is the principal admonishment to all who have problems (and who doesn't?). It is used by psychiatrists, psychologists, personal counselors and all who would give advice on problem-solving.

When any one word — and the action it stands for — is so highly and unanimously recommended, it clearly deserves our thoughtful consideration — and "grapple" shall receive it now.

Since grappling is the effective solution to problems, let's first look at the part which problems have in the lives of all of us. Not only do all of us have problems, but we seem to receive a regular daily quota of problems. They fall upon us much as the grains of sand drop through an hour-glass. And sometimes it seems with as much regularity. This continuous regularity with which problems come into our lives, is really good for us, although it may not seem so at the time.

Life without risks and obstacles and problems would not be worth getting out of bed for.

Happiness is not the absence of problems and difficulties. Happiness is successfully solving problems and effectively overcoming difficulties.

It requires just as much energy to try to escape from a problem as it does to *grapple* with it and conquer it. Try to escape, and your problem will follow you everywhere. *Grapple* with it and solve it, then it is gone forever.

Since new problems will always continue to come your way with a sort of continuous regularity, it is obvious that you must solve and dispose of them with equal regularity — or they will accumulate and eventually overwhelm you.

There are many broken men and women in this world, and almost every one has been broken in spirit, mind and

body by the overwhelming burden of accumulated, unsolved problems.

Most mental and emotional illnesses can be traced in full or in part to the subjects' having become so overwhelmed by the continuing accumulation of unsolved problems that they were no longer able to cope with them and tried to escape through some form of mental maladjustment.

The same is true of much physical illness. Since 50% to 90% of all physical illness is psychosomatic (depending upon which psychiatrist's estimate you accept), most physical illness, too, can be traced back to the accumulating burdens of unsolved problems.

That's where *grappling* comes in. Here is the advice of leading psychiatrists, psychologists and problem-solving counselors: To the extent that a person directly confronts the realities of a problem and actively *grappling* with it, he emerges stronger. To the extent that a person tries to ignore or escape from the realities of a crisis, large or small, he begins a worsening pattern of adjustment to life.

So by facing each problem directly, then plunging wholeheartedly into its very center and actively *grappling* realistically with it, you almost always will produce an adequate solution and you will emerge a stronger and more capable person.

Note that I said "adequate solution". That is an extremely important phase of problem-solving. Some people drive themselves and their associates to distraction by being perfectionists. They will accept nothing less than perfection. They insist on finding the "one best solution" to every problem. And thus they cannot reach decisions quickly and dispose of problems rapidly and with finality. They are forever reconsidering and re-examining. Meanwhile, other problems continue to come and to accumulate.

Besides, a second-best solution quickly decided and promptly put into effect is more efficient than a better solution which requires so much time in the making that a multitude of

other problems accumulate.

So we see that we must not only *grapple* with our problems, but we must grapple with them immediately and reach an adequate solution promptly.

Problems will not go away because you ignore them. Problems cannot be out-distanced when you try to flee from them. You cannot escape them. You must face each problem in turn, plunge whole-heartedly into its center and *grapple* with it so actively that you reach an adequate solution — then put it decisively out of your life.

When I say “*grapple actively*”, I mean really give it everything you’ve got! Be like the world-famous artist who was asked what he mixed with his red paints to solve the problem of producing a red which was so intense that he was acclaimed the foremost painter of his time. What did he mix with his red paints? He didn’t even bother to look up from his work; he just quietly replied, “Blood”. GRAPPLE with your problems so aggressively that you put your *blood* into your *grappling*!

Life pays its highest rewards in fame and fortune to the problem-solvers!

The world is filling up with people, and this circumstance, alone, is a problem which threatens to overwhelm us. Then that problem is compounded by the fact that the multiplying multitudes have been misled to believe that griping is more productive than grappling. So they disrupt and destroy, thus creating more problems, including becoming problems, themselves.

We don’t need any more problem-makers. We need problem-solvers, not the ivory tower type, but the *grappling* type. If you are a problem-solver, with the guts to *grapple* . . . the line forms at the cashier’s window.

You can name your own price.

Condensed from M. R. Kopmeyer's book: *Thoughts To Build On*

Stay In The Eye Of The Hurricane

A hurricane is a system of terrific winds rotating in a huge circle many miles in diameter. The force of the winds often exceeds 100 miles an hour and results in great damage and destruction. With its accompanying deluge of rain, its flashing lightning and roaring thunder, a hurricane is a terrifying experience.

Except . . .

If you could stay in the center of the circle of whirling winds, in the "eye" of the hurricane, you would be in an area of great calm! And that is the point of this brief chapter. From time to time, you will experience the personal storms which are a natural — and, apparently, a necessary — part of each life. Sometimes these personal storms will be of hurricane velocity. They could destroy you physically, mentally, emotionally.

Unless . . .

Unless you can find the calm center of each personal storm — the "eye" of your own hurricane — and stay there, secure in the knowledge that there always is — and always will be — a place of peace in each personal disaster, if you will but seek it in the trust that, in every misfortune, nature provides a haven equal to your faith.

So in each personal hurricane in your life, do not panic. Stand firm in the center. Do not flee to the edges, because that's where the terrible winds are . . . and the thunder, the lightning, the deluge . . . and destruction.

There is danger and pain on the raw edge of trouble. Seek the center. Only in the center is there perfect stability, just as the exact center of a whirling wheel does not move.

It takes courage and faith to go to the center of a hurricane — or a personal problem.

But then it is only through courage and faith that we find calm and peace in a troubled world.

Condensed from M. R. Kopmeyer's book: *Thoughts To Build On*

Are You Chicken Or Eagle?

A little boy who lived in the mountains found an eagle's nest in a tree high on a rocky crag. In the nest was an eagle's egg. The boy took the egg home and placed it in a hen's nest under a setting hen. After being placed under a succession of setting hens, the eagle's egg finally hatched, along with the chicken eggs.

The baby eaglet played with the baby chicks and of course thought he was like them — a chicken.

Since the eaglet *believed* he was a chicken he, of course, lived and acted like a chicken. He did not try to fly, but remained with the chickens in the fenced-in chicken yard. Yet, as the eagle grew bigger and stronger, there came a realization inside him that made him feel that he was more than a chicken — he felt the urge to fly. After a few tries, the eagle began to *believe* he really could fly.

And because he *believed* he could — he *could*!

So he stretched his mighty wings and began to fly . . . higher . . . higher . . . higher . . . until he reached his new home on top of a lofty mountain. Because he *believed* in a greater destiny, he knew he was not a chicken, confined to a dirty chicken yard. Because he believed — his belief released his real powers. He now lived on the highest pinnacle and soared through the bright, blue sky as the proud symbol of courage and freedom — the American Eagle!

The most powerful forces of nature are the *invisible* ones: heat, sound, wind, electricity, gravity — just as the most powerful forces of man also are invisible: love, thought, desire, *belief*.

In the foregoing story, as long as the eagle *believed* he was a chicken, he lived and acted like a chicken. Insofar as the eagle was concerned, he *was* what he believed — a chicken. But just as soon as the eagle began to *believe* he had powers and capabilities greater than a chicken, his powers and capabilities

increased to equal his *belief*!

And so you can increase your own powers and capabilities to the exact extent that you increase your *belief* in them. Psychologists tell us that: "Whatever the mind can conceive and *believe*, man can achieve." The Bible said it much earlier: "ALL things are possible for him that *believeth*."

Not only can you achieve in direct proportion to your beliefs, you *actually become* what you *believe*!

The Bible says: "As a man thinketh in his heart (*deeply believes*), *so is he*."

Buddha taught: "ALL that we *are* is the result of what we have thought (*deeply believed*)."

Throughout the teachings of all great religions, all great thinkers, all great philosophers, and now, modern psychologists, are these two monumental facts: (1) You can *achieve* whatever you *believe* you can, and (2) you *are* the result of your *beliefs*.

ALL the great thinkers throughout history, up to and including modern times, cannot *all* be wrong!

William James, famed philosopher and psychologist of Harvard, taught: "*Belief creates the actual fact*."

Emerson, one of the wisest men this nation has ever produced, wrote: "No accomplishment, no assistance, no training, can compensate for lack of *belief*."

As famed author Bruce Barton said: "Nothing splendid has ever been achieved except by those who dared *believe* that something inside them was superior to circumstance."

Now is the time to confront the circumstances in your life. Either the situations in your life overwhelm you — or you conquer them. Your entire life will be determined by whether you *believe* you will be overwhelmed or that you will conquer.

What do YOU dare BELIEVE?

Are you CHICKEN or EAGLE?

Condensed from M. R. Kopmeyer's book: *Thoughts To Build On*

Walking Toward Danger

One of the many helpful principles I learned from Herbert Casson in his little book, *Tips On Leadership*, was to WALK TOWARD DANGER. That precept has profoundly influenced my life.

I would rather live by those three words — WALK TOWARD DANGER — than have a college education. *Nobody*, with or without a college education, can long be a leader unless he instinctively *walks toward danger* and naturally stands between his associates, his employees, or his followers — and *danger*.

The qualities of leadership are clearly shown in animal life. At the first sign of danger, the leader of the herd steps out of the crowd, stands apart from the others — and *walks toward the danger*. Always! Or he will not continue to be the leader.

That same thing is true in business, in politics, in civic affairs. A leader must do more than give directions and issue orders. He must protect those whom he leads. In times of danger, he must step out from the crowd. He must meet the challenge head-on — personally. He must *walk toward danger*. He must place himself between the danger and his followers. The first time he hesitates, the first time he falters — he will no longer be the leader. His followers will turn aside and follow another leader.

So you see, the risks of leadership are very great. Being a leader is no job for the timid. It requires more than brains and personality. Leadership requires courage — a special kind of instinctive courage. Leadership requires the kind of courage which is automatic. You do not ponder the pros and cons. You do not evaluate the risk. You do not count the personal cost. You instinctively step out from the crowd; you put yourself between the danger and those you lead.

And . . . *WALK TOWARD DANGER!*

Condensed from M. R. Kopmeyer's book: *Thoughts To Build On*

How To Be A Billionaire

It is the serious purpose of this chapter to tell you how to make a BILLION dollars. Now that sounds like a lot of money. And it is. Specifically it is 1,000 million dollars.

The only sure way to learn how to make a billion dollars is to learn from a billionaire. There is no point in taking advice from someone who has not done it.

The following instructions on how to make a billion dollars come from the late J. Paul Getty whose assets exceeded one and one-half billion dollars (more than 1,500 millionaires) and may amount to three billion.

I witnessed an interview with billionaire J. Paul Getty during which he was asked the secret of his success. Here is his billion-dollar secret in two words:

"TRY HARDER!"

That's it. Just TRY HARDER. If that seems too simple, think it through to its ultimate conclusion.

First you try harder . . . and then you try harder than that . . . and you try harder than that . . . then try harder than that . . . and so you pyramid your efforts and you pyramid your gains.

Compounded effort is like compound interest — it expands at a terrific rate. Pyramiding your efforts is like pyramiding your profits — the acceleration in your gains is enormous and the total results . . . well, J. Paul Getty made one and one-half billion dollars!

His method: **TRY HARDER!**

That, of course, over-simplifies the proven success methods required to assure your success in business and in life. But, having devoted forty years to researching and publishing the proven success methods of the most successful people in the world, including J. Paul Getty, I think I am qualified to say that **"TRY HARDER"** *sums them up.*

I like it as a *life slogan* . . . **TRY HARDER.**

Condensed from M. R. Kopmeyer's book: *How You Can Get Richer Quicker*

YOUR JOB: Do You Hate It? Tolerate It? Or Improve In It?

You can think of your job as drudgery — and hate it. You can think of your job as routine — and tolerate it. Or, you can think of your job as a constant challenge and opportunity to *improve* — and enter an exciting, new career of *getting richer . . . quicker!*

It simply is a matter of whether *you let your job use you* — or *you use your job!*

Most people let their jobs *use them* — and wear them out until they are tossed aside with other worn-out parts.

You can *use your job* instead of letting your job *use you!* How? You begin by doing your job so much better that *you become better than your job.*

As soon as you become *so much better* than your present job that it is clearly obvious that you have *out-grown* your present job, *you will get a bigger job* — from your present employer or another firm.

It is just the same as when a growing boy obviously is too big for his present clothing. He *always* gets larger clothes to fit his larger size. Can you remember *ever* seeing a ten-year old boy wearing the clothing of a five-year old child?

Somehow, somewhere, some way, he *always* gets clothes to fit his larger size.

And, it is that way with jobs. If you have *out-grown* and are obviously *much bigger* than your present job — somehow, somewhere, some way — *you will get a bigger job!*

You **MUST** think of your job as a constant challenge and opportunity to *improve* — to improve so much that you *outgrow* and *become so much bigger* than you present job that somehow, somewhere, some way *you will get the bigger job which your improvement deserves!*

Condensed from M. R. Kopmeyer's book: *How You Can Get Richer Quicker*

How Attractively And Impressively Do You "PACKAGE" Yourself?

People complain about the high cost of food products, part of which is the cost of attractive packing which purchasers consciously or subconsciously demand.

Without attractive packaging, no product can successfully compete.

There is a lesson in this for people.

How do *you* "package" yourself?

Your "package" is *all* that others *see*. They do not *see* your wisdom or your wit. What others *see* is how you *look*. Your visual image "*tilts*" their judgments.

If you think you are not judged by your appearance — think again! No matter how hard you try to project your personality *through* your "package" — remember that what others are *seeing constantly* is your *appearance*.

Some people show contempt, disdain and indifference by deliberately displaying the ultimate in slovenliness in clothing and grooming.

So we need to recall our example of food product packages. Suppose some of the most popular products suddenly were displayed in faded, frayed, unkempt or bizarre packages designed to show *deliberate contempt for public opinion*? Their popular appeal would not last any longer than their first display.

Your appearance is talking to others constantly when you are not even saying a word.

What is your appearance saying about you?

Do you look successful? Do you look important? Do you look like the kind of person who deserves respect, attention, special consideration *by those whom esteem you need to get what you want*?

Do you?

Condensed from M. R. Kopmeyer's book: *How You Can Get Richer Quicker*

One Of The Greatest Achievers Said These Two Qualities Would Conquer All Things!

Wouldn't it be wonderful to be able to *conquer all things*? YOU can! Anyone can! Here's how!

One of the world's greatest achievers said that to conquer all things you must have *two easily-acquired personal qualities*! Only two! Both easily acquired!

This great achiever was Benjamin Franklin. The inspiring story of his life and accomplishments in overcoming tremendous difficulties to become one of the greatest Americans is one of the fifteen unforgettable life stories in my book, *How To Get Whatever You Want*. These are true life stories which will motivate you to achieve your own goal. Benjamin Franklin's success story is one of the most inspiring and personally helpful of all.

So what did this great achiever say were the *two personal qualities required to conquer all things*?

Benjamin Franklin said that to conquer all things, any person needs only these two basic qualities:

(1) Energy

(2) Persistence (or perserverance)

Is "conquering all things" *that* simple?

Many of the greatest thinkers in history said so. Let's see what they actually said.

Hosea Ballou wrote, "*Energy, even like the biblical grain of mustard seed, will remove mountains.*"

If you think that "removing mountains" is impossible, let me remind you that: "*To be important, a goal must first be impossible,*" to pharaphase Carlyle. And that we now have earth-moving equipment with sufficient energy-generated power to remove mountains and, when the situation has required it, *we actually have removed mountains!*

Famed naturalist and author, Henry David Thoreau wrote, "Did you ever hear of a man who had *striven* (*energetically*) all his life, faithfully and singly toward an object (goal) and in no measure obtained it?" Of course not! The *Law of Cybernetics* guarantees your success through subconscious "goal attainment".

Emerson wrote, "The world belongs to the *energetic*." And he added, "The reward of a thing well done, is to have done it."

Donald Grant Mitchell, the American author wrote, "There is no genius in life like the genius of *energy* and activity."

The wise and widely-quoted clergyman, Joel Hawes, used to preach, "Resolution is omnipotent. Determine to be something in the world, and you will be something. Aim at excellence, and excellence will be attained. This is the great secret of *effort* and eminence. 'I cannot do it', never accomplished anything; 'I will try', has wrought wonders."

And Goethe wrote, "*Energy* will do anything that can be done in the world."

It should be clear from the advice of these wise and great men that by the time the lazy people get through explaining why something cannot be done, the *energetic already have done it!*

So let us agree with Benjamin Franklin that *one* of the two personal qualities required to conquer all things is *energy*. Now, what about the other necessary quality; persistence (or perseverance)?

Let us return to our Great Thinkers and learn what they have to teach us about persistence and perseverance.

Samuel Johnson said, "Great works are performed, not by strength, but by *perseverance*."

Bacon wrote: "Great efforts come from industry (*energy*) and *perseverance*."

If you would influence others, learn the power of *persistence* from the super-persuader Edmund Burke: "Let us permit any person to tell us his story, morning and evening, for

one year, and he will become our master." And he added, "By gnawing through a dyke, even a rat may drown a nation."

The English novelist, Edward George Bulwer-Lytton, put it this way: "Every man who observes vigilantly and resolves steadfastly, *grows unconsciously into genius.*"

The French essayist, Jean de la Bruyère, wrote, "No road is too long to the man who advances deliberately and without undue haste; and no honors are too distant for the man who prepares himself for them with patience."

Josiah Gilbert Holland, the American author, said it more briefly: "There is no royal road to anything. One thing at a time, and all things in succession."

Napoleon announced, "Victory belongs to the most *perservering!* And so it does, for Wellington challenged Napoleon's perseverance with his own at Waterloo by replying, "Hard pounding, gentlemen; *but we will see who can pound the longest.*" Wellington perservered the longest — and won!

No recommendation of persistence would be complete without the wise, inspiring words of Calvin Coolidge: "*Nothing in the world will take the place of persistence.* Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. *Persistence* and determination alone are omnipotent."

So . . . wise old Ben Franklin said that *two personal qualities* (which easily can be acquired by you — and by anybody) *will conquer all things.*

They are: *Energy* and *perserverance.*

The future is yours! If you have learned this lesson, *you can conquer all things!* You can get whatever you want in life . . . wealth . . . power . . . influence . . . friends . . . popularity . . . love!

Two easily-acquired personal qualities assure your success . . . *energy and persistence.*

Condensed from M. R. Kopmeyer's book: *How You Can Get Richer Quicker*

The Principle Of DAILY CAPITAL GROWTH—The Sure Way To Amass Wealth!

This is the sure way to get very rich — in one quick, easy lesson.

You simply use the *Principle of DAILY CAPITAL GROWTH*.

Here it is:

(1) You must — starting today — *increase your CAPITAL every day*, even if the increase is only a dollar, but as *much more* as possible. *Preferably at least 10% of your income.*

(2) You must strictly observe the rule that *you will not spend at any time any of your "growth capital"* (the money you have accumulated in your "growth capital" account by having *added to it every day*).

(3) You must keep your "growth capital" in a *separate* savings account — and you must *never spend or borrow ANY money from that account*. Never! For ANY reason! That money is "gone" insofar as its *spending* availability is concerned! It must be *added to* — DAILY. *Never spent.*

(4) When you have accumulated enough savings in your "growth capital" account, invest it in the common stock of a big "growth" corporation with a *long record of constant growth and continuous earnings* — recommended by a large long-established stock brokerage firm (not an "inside information tipster"). Investment conditions change too rapidly for me to be more specific in a book.

(5) You must build your DAILY CAPITAL GROWTH savings account and add some money — at least a dollar, but *very much more* if possible — *every day without fail*. Do not miss a single day. DAILY CAPITAL GROWTH means exactly that: DAILY! *Every day!* Of course, you do not have to take the time to actually *deposit* the money every

day — but you must keep it separate from your spendable money *and never spend it*. Deposit it as often as convenient. *Do not keep it temptingly available.*

Now, the purpose of *daily adding* to your DAILY CAPITAL GROWTH (*and never spending it*) is not just to teach you frugality and thrift.

The fact is that reasonably substantial *daily savings* invested at *daily compound interest* amassed over a *lifetime* will make you “*securely rich*”. But that is *not* the purpose or the promise of my book *How You Can Get RICHER . . . QUICKER!*

The reason for including in this book this chapter on the *Principle of DAILY CAPITAL GROWTH* is that by using this principle *daily*, you will become “*money conscious*”. You will THINK RICH! *That* is how you get *richer quicker!*

When you are “*money conscious*”, when you daily THINK RICH — you implant your goal-command for attaining greath wealth deep into your *subconscious mind*.

Your subconscious mind is magnetic; it attracts to you the opportunities, the personal contacts, the means required to fulfill your goal-command.

Your subconscious mind is cybernetic; it works like a computer in a guided missile to *direct* your thoughts, plans and activities to *guide you to your target* — your goal in life!

The *Principle of DAILY CAPITAL GROWTH* will make you “*money conscious*”. Daily you will THINK RICH!

Here are several other proven success methods to keep you THINKING RICH every day:

Use a dollar bill as a bookmark in this book.

Always read the business and financial pages of your daily newspaper. Subscribe to leading financial publications. Study them as though you had a million to invest.

Constantly impress into your subconscious mind the goal command for wealth: *Make a million!*

THINKING RICH will make you richer quicker!

Condensed from M. R. Kopmeyer's book: *How You Can Get Richer Quicker*

How You Can Use The "Law Of Increasing Abundance" To Get Everything You Want

There are eternal, infallible *Universal Laws* which govern the universe and everything in it — including YOU.

Examples: *The Law of Gravity*, the *Law of Cause and Effect*, the *Law of Increasing Abundance*.

This chapter is about how you can use the *Law of Increasing Abundance* to get everything you want — and get it in *increasing abundance*.

The *Law of Increasing Abundance* requires that you be *thankful* for *everything* — and in return for your *thankfulness*, and *to the degree that you are thankful*, you will receive increasing abundance of whatever you want.

The *Law of Increasing Abundance* actually is an application of the *Law of Cause and Effect*. Your being intensely *thankful* is the "*Cause*" which produces the "*Effect*" of pouring into your life an abundance of whatever you want and *are intensely thankful for!* The more your *thankfulness* increases, the more your *abundance* increases.

It is never the purpose of any of my books to intrude into the religious beliefs of my readers. However, since it is taught by *all* religions, it is proper to state that abundance is *bestowed only* on those who are *devoutly thankful* for it — and abundance is denied or *taken away* from those who are *arrogantly ungrateful*.

Your religion may teach that the *giving of devout thanks* is a requirement for *Divine bestowing and increasing of abundance* — and that the *Divine denial or taking away of abundance* is the penalty for *ingratitude*.

Or, you may prefer the explanation that a constantly held and expressed *attitude of thankfulness attracts*, whereas a constantly held and expressed *attitude of ingratitude repels*.

Or, you can find the explanation in the *Law of Consistency* which requires that *all things be consistent*. Therefore, *if you maintain an intense attitude of thankfulness* for the increasing abundance in your life, the increasing abundance will occur — *to be consistent with your thankfulness for it*. It is the *Natural Order of the Universe* that all things must always be *consistent*. Nature acts in miraculous ways to maintain consistency in everything, *so increasing abundance in your life will be provided to be consistent with your constant, intense thankfulness for it*.

One of the specific requirements for your use of the *Law of Increasing Abundance* is that you be constantly and intensely *thankful for everything*.

That's right! *Everything!* It is easy to be *thankful* for whatever obviously is good. Yet most people are not even *intensely thankful* for that!

But the *Law of Increasing Abundance* requires that you be *intensely thankful* — openly, frankly, sincerely, *intensely thankful for everything* — and, not only *think so*, but *frankly tell others that you are thankful*.

Certainly it isn't hard to be thankful for the good things in your life. But you *must constantly think* about how *intensely thankful* you are for them.

It is your *sincere humility of thankfulness* for whatever you have — which activates the *Law of Increasing Abundance* to provide you with continuing abundance. Your abundance will increase in direct proportion to your openly and humbly expressed thankfulness for it.

It is your attitude, your thoughts and your public expressions of *thankfulness* that make the *Law of Increasing Abundance* continue to reward you — *because only as you are thankful do you deserve and therefore receive increasing abundance of whatever you want most in life*.

Now we come to the more difficult — but most rewarding part — that of being *thankful for everything*.

"Everything" includes unpleasantness and failures!

It may be easy to *think* and express *thankfulness* for the good, enjoyable, profitable things in your life — but how can you *think* and *express thankfulness* for the unpleasantness and failures? Here's how:

You need first to learn and then to be *thankful* for the *lessons*, the *character building* and the *personal challenges* of unpleasantness and failure.

In my own long and eventful life, I have observed that while I pleasantly benefited from my successes, *I learned more and therefore ultimately profited much more from the lessons of my failures.*

So I am sincerely *thankful* for the *lessons of my own failures* — and you must learn to be *thankful* for the *lessons of yours.*

When you learn and accept *that*, then you are ready to use the *Law of Increasing Abundance* — because you will have learned the basic principle of success which is that *you will learn more and therefore ultimately profit more from the lessons of your failures* than from your easy successes.

When you reach *that* point, you can use the *Law of Increasing Abundance* to get everything you want — and get it in *increasing abundance.*

Remember, the *Law of Increasing Abundance* is just as real and just as infallible as the *Law of Gravity* or the *Law of Cause and Effect* or any *Universal Law.*

The *Law of Increasing Abundance* requires that you be intensely *thankful* for *everything* — and that you not only constantly *think* so and *mentally* give *thanks* — but that you *humbly tell others that you are thankful.*

It is through your constant, sincere, intense *thankfulness* for *everything* that the *Law of Increasing Abundance* will attract to you *more and more* things for which to be *thankful* so that you *increasingly will get everything you want . . . in abundance!*

Condensed from M. R. Kopmeyer's book: *How You Can Get Richer Quicker*

Emerson Said That Nothing Great Was Ever Achieved Without THIS!

Ralph Waldo Emerson was the greatest American essayist and one of the wisest thinkers this nation has produced. When a man of that calibre speaks, we ought to listen.

And when *he* says that *nothing great was ever achieved* without a certain personal quality — *that* quality deserves our special attention!

And when one of the nation's greatest industrial leaders says *that* certain quality *will enable you to succeed at almost everything* . . .

And when psychologist Dr. William Moulton Marston states that *this same quality will enable you always to get what you want* . . .

And when famed preacher-writer-psychologist Dr. Norman Vincent Peale writes an entire book about just that one quality . . .

Maybe somebody is trying to tell us something!

They are! And, *this* is it:

Emerson wrote, "Every great and commanding movement in the annals of the world is the triumph of *enthusiasm*. *Nothing great was ever achieved without it.*"

One of the greatest industrial leaders in the development of this nation, Charles M. Schwab, said, "*A man can succeed at almost anything for which he has unlimited enthusiasm.*" His own enthusiasm made him the highest paid executive of his time.

Psychologist and author, Dr. William Moulton Marston, stated: "If anyone chooses a goal in which he is really interested (*enthusiastic*), *he will always get what he wants* or something very close to it." If you are so *enthusiastic* about your goal that attaining it becomes an *obsession* — nothing can keep you from achieving it!

Dr. Norman Vincent Peale wrote an entire book on *Enthusiasm Makes the Difference*.

Thoreau wrote, "*None are so old as those who have outlived enthusiasm.*" In fact, enthusiasm for life and for what should be your personal interests and involvements in life — may be the dividing line between eager, active maturity and dull, deteriorating old age. It is not your age in calendar years that counts, but whether you have enthusiasm for life. *Whenever you permit yourself to lose your enthusiasm for life — it will be all downhill from then on.* "None are so old as those who have outlived enthusiasm."

Then, there are those persons — from misguided youth . . . through the phoney "smart set" . . . to blasé middle-age . . . and escapist drop-outs of all ages — who think (or pretend to think) that it is sophisticated to look bored, act bored, even be bored. *Ho hum!*

Being bored is merely being dull. And you know what "being dull" is!

So let us quickly return to the stimulation and goal achievement of enthusiasm.

There are many techniques for generating enthusiasm, but the AS IF method recommended by psychologist William James is so simple and certain, let's use it.

As described elsewhere in this book, psychologist William James taught that by sincerely acting AS IF you *are* enthusiastic, you actually will *feel* enthusiastic and *be* enthusiastic. The *Law of Consistency* assures it.

This AS IF method has been proven so constantly effective that it is accepted psychological procedure, so we shall not explain it further here, but briefly describe HOW to act AS IF you *are enthusiastic*: the 4 A's.

1A . . . AGREE: You must enthusiastically *agree!* Obviously, you cannot be enthusiastic about something or someone while disagreeing — and, therefore, being disagreeable. So *agree* enthusiastically!

2A . . . ADMIRE: To act AS IF you are enthu-

siastic, you must *admire*. The more you *admire*, the more enthusiastic you will become.

3A . . . ACCOMPLISH: The more you *accomplish* by being enthusiastic, the more enthusiastic you will be.

4A . . . ACCELERATE: As you increase your accomplishments by being enthusiastic, *accelerate* your enthusiasm to accelerate your accomplishments. Really "*pour it on*"! Go "*all out*"! *Make it happen!*

Having generated the terrific power of the 4 A's in becoming enthusiastic, then, pyramid your power by adding the 4 C's:

1C . . . COMMEND: Be enthusiastic in your *commendation* and your *praise*! The combination of enthusiastic *commendation* and *praise* is irresistible! It will open minds and hearts and "doors" when nothing else will!

2C . . . CHEERFUL: Give radiance to your enthusiasm by being *cheerfully* enthusiastic. *Beam!* *Glow!* You will be amazed at the instant response!

3C . . . COOPERATE: Get enthusiastically *involved!* Join with others. Get others to join with you. There is no limit to what can be achieved by *enthusiastic cooperation!*

4C . . . CONTAGIOUS: Enthusiasm is *contagious*. It will be even more *contagious* if you spread enthusiasm wherever you go. When you develop the ability to start an *epidemic of enthusiasm* for your causes, you can lead multitudes!

Having added the 4 C's to the 4 A's *you will be master of power with people*, but you will not reach the very top unless you also add the 4 U's:

1U . . . UNSELFISH: Your enthusiasm must be *shared unselfishly* with others — with *all* others within the range of your personality. Enthusiasm is radiant, so *radiate* your enthusiasm *unselfishly*. Help others glow, too! *Their radiance will be a rewarding reflection on you!*

2U . . . UNRESTRAINED: Real enthusiasm must be *unrestrained!* Timid enthusiasm is not enthusiasm at all; it is lack of self-confidence — even cowardice! *So, let your-*

self go! The more *unrestrained* your enthusiasm is, the more power you generate!

3U . . . UNDETERRED: Your enthusiasm must be so overwhelming that *nothing will deter you!* You have a date with destiny! Do not let anybody or anything *deter* you. Keep your date with destiny; *it may be the most important thing in your life!*

4U . . . UNHESITANT: *Do not be hesitant about projecting enthusiasm!* Turn on your power of enthusiasm often. Do it NOW! Find someone or something to be enthusiastic about NOW . . . and *begin* NOW! As Goethe wrote, "What you can do, or *dream you can*, BEGIN it! Boldness has genius, power and magic in it!"

So, BEGIN it! . . . NOW!!!

Begin now to be so inspiringly enthusiastic that your enthusiasm will be a quality of your SUPERSTAR personality.

The most sought public speakers are not those whose speeches are the most brilliant, but those who generate so much enthusiasm that their speeches are dynamic and inspiring events.

So whether you are speaking to one person or a group or a large audience — remember that your *enthusiasm* will be the most impressive part of your performance.

Another chapter in my 336-page book *How You Can Get Richer Quicker* teaches you to be a GOOD NEWS Reporter. Combine always being a GOOD NEWS Reporter with always being joyfully *enthusiastic* and you will be welcome everywhere! How do you become a GOOD NEWS Reporter? Simply by looking for *good news* in every situation. Remember that news often is good or bad depending on your point of view. Be an advocate of the *good news* side of the story.

Look for *good news*, you will find it everywhere!

But finding *good news* is only half of your career as a GOOD NEWS Reporter. The other half is *reporting good news to everybody* on every occasion!

Enthusiasm plus good news assure popularity!

Condensed from M. R. Kopmeyer's book: *How You Can Get Richer Quicker*

Here's How You Can Use The Amazing "LAW OF INCREASE"

Charles Fillmore was one of the foremost recent teachers of the *Law Of Increase*, but this *Universal Law* was taught back in the days of the Old Testament of the Bible, and records show its use long before that.

The *Law of Increase*, simply stated, is: "*You INCREASE or IMPROVE whatever you PRAISE.*"

The remarkable *increase* or *improvement* resulting from *PRAISE* is explained in detail in my book, *Thoughts To Build On*, so we shall take space here for just a few examples:

(1) Scientific tests show that school children get better than average grades when their work is *praised*, but get very poor grades when they are frequently criticized.

(2) Business associates will cooperate with you, and employees will do much better work, when they are *praised*, but will be uncooperative and resentful if they are criticized. You can greatly *increase* the productivity, efficiency and effectiveness of an entire business organization by freely using *PRAISE* which doesn't cost you a cent!

It is the *Law of Increase*: "*You INCREASE or IMPROVE whatever you PRAISE.*"

(3) At every opportunity, *praise* your family, friends, acquaintances — *everybody!* They will think you are wonderful and be eager to be with you. As psychologist William James taught: "The deepest principle of human nature is the *craving* to be *appreciated.*" What better way to tell people that you *appreciate* them — than *PRAISE*?

You simply use the *Law of Increase* to *increase your popularity* and *improve your relationships with everybody!*

Easy, isn't it?

And, *there's more!* When you use every opportunity to *PRAISE* everybody — *you actually eliminate anxiety,*

fear and emotional depression from your own life! You are assured of that by one of the greatest psychiatrists, Dr. Alfred Alder, who advised his patients who were the unhappy victims of anxieties, fears and depressions: "You can be *cured* in *fourteen days* if you think *constantly* how you can *please* someone."

How is the best way to *please someone*? Psychologist William James taught: "The deepest principle in human nature is the *craving to be appreciated*." PRAISE!

Not only does the *Law of Increase* work with people, but it certainly influences animals. Many people believe it influences crops and plants. *And, now, science has proven that PRAISE improves everything!*

Let's have a closer look.

The *Law of Increase* is: "You *INCREASE* or *IMPROVE* whatever you *PRAISE*."

Animal trainers — including trainers of wild animals, domestic animals and small pets — *all* use PRAISE reinforced by REWARD to increase and improve the obedience and performance of the animals they train.

When the animal being trained responds properly, it is enthusiastically PRAISED, then REWARDED with its favorite delicacy. Always this causes the animal to *increase* compliance and *improve* performance.

While I personally have no scientific proof of the effectiveness of applying the *Law of Increase* to crops, there are tens of thousands of farmers who PRAISE the growth and abundance of their crops *daily* from planting through harvest.

There are millions of housewives who will testify that loving PRAISE makes their houseplants and gardens grow more luxuriantly!

And Dr. J. B. Rhine's years of testing at Duke University confirms what many scientists have long believed: "*Mind does influence matter*."

PRAISE INFLUENCES EVERYTHING!

Condensed from M. R. Kopmeyer's book: *How You Can Get Richer Quicker*

The "Squeaking Wheel" No Longer "Gets The Grease"

The world has an over-abundance of chronic complainers who must think that the old cliché that "*the squeaking wheel gets the grease*" was one of the Ten Commandments. So they continue their chorus of complaints, gripes and grievances.

They are the "*squeaking wheels*" who think if they "*squeak*" loudly enough and long enough, they will get "*the grease*" in the form of special benefits to temporarily quiet them. And, having been rewarded in the past merely for "*squeaking*", they are tempted to think it will pay off in the present.

Not so! We now know that it is more pleasant, more efficient and more economical to *replace* the repeatedly "*squeaking wheel*" with one which causes less friction.

Let all "*squeaking wheels*" (including professionals) take note. Hereafter, the only "grease" they will get will be to expedite their exit through that one-way door marked: OUT! We are fed up with chronic complainers. We no longer shall waste time in sufferance of self-appointed or "adversary-advocate" grievance committees.

A proven success method now used by most knowledgeable executives is that no problem or complaint is to be submitted to them *unless accompanied by a feasible solution, preferably with alternative solutions.*

What former complainers say is, "We have a *problem*. Let us think, talk and work *together* to solve the problem to *our mutual benefit*. Here is our list of suggestions (*not demands!*) which we think will *benefit everybody concerned.*"

This eliminates "gripe sessions" altogether — and replaces them with problem-solving workshops. It "*changes the climate*". It provides a fresh, stimulating atmosphere where *ideas sparkle*. The irritating whine of "*squeaking wheels*" is gone — replaced by the harmony of cooperation.

Condensed from M. R. Kopmeyer's book: *Thoughts To Build On*

Count Your Blessings

Schopenhauer, the philosopher of gloom and doom, did give us the basis for at least one happiness-producing technique when he said, "We seldom think of what we have, but always of what we lack."

Thank you, sir; we'll take it from there!

The easiest way to be unhappy is to spend a lifetime . . . or a day . . . or an hour . . . or even a minute . . . regretting what we do not have.

This is the quickest way to be unhappy, because it is always available and the material is abundant. Each of us, no matter how fortunate, can think of an unlimited number of things we would like to have, but have not.

So, if we choose, we can spend a lifetime suffering the bitterness of regret. Or a lesser time — since the choice is ours.

But who wants to? Do *you*? If so, rush to your nearest psychiatrist! Or thoughtfully read the rest of this brief chapter.

Thinking regretfully about the things you do not have, not only is the easiest way to be unhappy, but also is the one cause of unhappiness which is most easily cured. So, since most of us have this unhappy habit to some extent, let's get on with the easy cure.

Limit your wants. Cut down your wants to the barest essentials. Be acutely conscious that you do not *really* need, you do not *really* want, but a very *few* absolutely essential things — which you already have or can readily obtain. Eddie Rickenbacker with his companions drifted in life rafts, hopelessly lost in the Pacific Ocean for 21 days. When asked what was the biggest lesson he learned from this ordeal of terrible suffering, he said: "If you have all the fresh water you want to drink and all the food you want to eat, you ought never complain about anything."

Does this mean you have to be satisfied with a life consisting only of fresh water and enough food? Certainly not. But it does suggest that you can avoid unhappiness and attain happiness by confining what will make you contented and happy to the fewest possible necessary things — *then everything else desirable which you obtain will add to your happiness*. It's just as simple as that.

Thus you can go through life adding something — perhaps a lot of things — to your happiness every day. Every good thing you do or get — no matter how little — will add to your happiness. You will be increasingly happy, because you not only will possess what you have decided you *really* need, but you will have a *happiness bonus* in all the additional good things you acquire as you daily try to improve — without the unhappy pressure of urgent need.

Then imprint your happiness for the abundance of your blessings visibly upon your personality by being grateful. *Count your blessings — not your unfilled wants*. Count your blessings with such mental and emotional emphasis that your personality becomes radiant with the sheer joy of being alive!

Count your blessings because psychologists consider this to be the easiest and most effective of all mental, emotional and physical therapies.

Count your blessings because whenever you do you will relax in contentment and peace of mind.

Count your blessings because every time you count them, *your blessings increase!*

Count your blessings, not just before you go to sleep at night and as soon as you awake in the morning, but during the many brief intervals of each day's living.

Count your blessings. Be deeply thankful for them. Be radiantly joyful because of them.

Count your blessings — *gratefully* — for they are the divine gifts of Life to YOU.

Condensed from M. R. Kopmeyer's book: *Thoughts To Build On*

Don't Attract To You—GO To Them!

There is another way to influence people favorably — which produces much the same beneficial results as personal magnetism — but which works on an almost opposite principle. Using the method I now want to explain, you do not attract people to you — you GO TO THEM!

Western Union used to feature the slogan: "Don't write — TELEGRAPH!" Then those of us who trained salesmen and taught management used to emphasize: "Don't write — don't telegraph — GO!!!" There are great advantages in the admonition to . . . GO!!!

GO . . . where the business is!

GO . . . where the money is!

GO . . . where the people are!

GO . . . where the action is!

But this chapter isn't about that. *This chapter will explain a simple method of getting another person to do what you want him to do.* To do this you . . . GO!

Find out where another's *attention* is . . . and go *there* with your own conversation. He'll probably think you are the most interesting conversationalist he has ever met — because you are talking directly to *his* attention, exactly where it is focused at that very moment.

Find out where another's *interest* is . . . and go *there* with your own interest, making your interest one with his. When you take your interest where another's interest is, when you *join* your interests with *his*, you cement an alliance which is mutually unbreakable.

Find out where another's *beliefs* are . . . and go *there* with your own beliefs. Use your beliefs to endorse, confirm, vindicate *his* beliefs. Combine your beliefs with *his* beliefs. Merge your beliefs with *his* beliefs and you will together build a fortress of mutual belief and he will forever be your ally in defending it.

Find out where another's *desires* are . . . and go *there* with the exact satisfactions to fulfill *his* desires, fully and completely. You can attain no greater influence than the ability and willingness to fulfill the desires of others . . . exactly . . . completely . . . immediately.

It requires considerable personality training, ability and technique to attain the personal magnetism to attract others *to come to you*. But it requires only willingness and effort to *go to them*.

For you to accomplish that, by either method, will require the ability on your part to accurately appraise the attention, interests, beliefs and desires of the other person — and to be able and willing to accommodate your own attention, interests, beliefs and desires to *his*, so that you will proceed together in an unbreakable alliance toward a mutually-determined goal.

This proven success-method requires *giving before getting*. It is based on the proven premise that it not only is "better to give than to receive" but it is "*necessary to give in order to receive*".

The executive who has a sign on his desk reading, "Be reasonable, do it *my way*", isn't kidding.

The buyer who says, "These are our specifications. Our deadline on bids is two weeks", isn't kidding, either.

Neither is the personnel manager who says, "Here are the personal qualifications which we require of all applicants for this particular job."

It used to be that the way to succeed was to dominate others, first to pressure, and more recently to influence, people to do things *your way*.

Now, the way to succeed is to cooperatively adjust to the requirements of those upon whom your success depends. You adjust to the direction of *their* attention . . . you adjust to the subject of *their* interests . . . you adjust to re-enforce *their* beliefs . . . you adjust to satisfy *their* desires.

Doesn't this make you a will-less jellyfish of a creature whose only desire is to please? Not at all! It requires

more will-power to relinquish your own demands, than it does to try to cram them down somebody else's throat — *if you could*. It requires more ability to smoothly adjust, than it does to offensively dominate — *if you could*. It requires more intelligence to cooperate than to be obstructive — *if you could*.

Please note that the preceding statements are followed by: "*if you could*" Because the fact is: YOU CAN-NOT. When you are dealing with people upon whose decisions your success depends: you cannot cram your demands down their throats, you cannot offensively dominate them, you cannot obstruct their chosen paths to their goals. You cannot have *your* way, but you must adjust to *their* way.

That does not mean that, once you are on the team, once you are an *insider*, you cannot make constructive suggestions. In fact, you'll be asked to — and expected to — when you are "*in*". Then, the more improvements you can suggest, the faster you will succeed — provided that you always use these *proven success methods*:

Find out where another's *attention* is . . . and go *there* with your conversation. Then his attention will turn to you because you have placed yourself in *his* view.

Find out where another's *interest* is . . . and go *there* with your own interest, making your interest one with his. When you *join* your interest with his, you cement an alliance which is mutually unbreakable.

Find out where another's *beliefs* are . . . and go *there* with your own beliefs which endorse, confirm, vindicate and reenforce his beliefs. He will be your constant ally in defending them.

Find out what another's *desires* are . . . and go *there* with the exact satisfactions to fulfill his desires.

You have to *give* before you can *get*.

To be a GO-GETTER you must first adopt as your life plan, the title of an excellent book . . . and be a GO-GIVER!

Condensed from M. R. Kopmeyer's book: *Thoughts To Build On*

The Pumpkin Shaped Like A Jug

A farmer exhibited at a county fair a pumpkin in the exact shape of a two-gallon jug.

This unusually-shaped pumpkin caused quite a lot of comment and, of course, the farmer was asked how he accomplished it. "When the pumpkin was no bigger than my thumb," he explained, "I stuck it in a glass jug and just let it grow. When it filled the jug, it quit growing."

What the walls of the jug did to the pumpkin, our plans do to us. Our plans shape — and limit — our lives, just as the jug limited the pumpkin. We can never be bigger than our plans.

As one of the master strategists of life admonished, "*Make no little plans!*"

Place no limit, no restriction, on your goals in life. **MAKE** no little plans! And do not let others, for whatever purpose, limit your goals. **ACCEPT** no little plans! For your plans will shape — and limit — your life just as surely as the size and shape of the jug shaped and limited the size of the pumpkin.

It is better to be a man of small abilities with a big plan, than to be a man of great abilities with a small plan.

If you would be a leader, know this: People will not follow a leader who cannot tell them where he is going and who cannot show them a feasible plan for getting there.

Without a step-by-step plan, you cannot judge progress. If you cannot show progress, you cannot prove achievement. If you cannot prove achievement, you cannot inspire enthusiasm. And if you cannot inspire enthusiasm — who needs you?

You must have a worthy goal. And to reach that goal you must have a plan. But, like the pumpkin at the beginning of this chapter, *the size of your plan will determine the size of your future*. How big a pumpkin will you be?

Condensed from M. R. Kopmeyer's book: *How You Can Get Richer Quicker*

Use "The Principle Of The THIRD WAY" To Negotiate Agreeably

Here is a proven success method which is used by the most able negotiators, the top script-writing teams, and the most highly-paid decision makers.

It is known as *The Principle of The THIRD WAY*. Here's how *you* can use it:

When you and another person are trying to decide on a mutually agreeable course of action, and you want to do it one way and the other person wants to do it a different way — do not get into an irritable argument, but seek a **THIRD WAY** upon which you both can enthusiastically agree.

The Principle of The THIRD WAY was developed and is widely used by "idea teams" such as those who write scripts for movies, television and radio. It is a psychological fact that arguments kill ideas and stop the flow of new ideas. So "idea teams" avoid arguments like a plague. It is a firm rule of script writing teams that when any member of the team disapproves of an idea, the idea is dropped and everybody tries to think up something better upon which *all can enthusiastically agree*.

Alex Osborn of the great advertising agency of Batten, Barton, Durstine and Osborn has been the foremost advocate of what he called "brainstorming for ideas". His rule was that in creating and suggesting ideas in an "idea brainstorming" group session, there should be no arguments or even discussions concerning the merit or lack of merit of *any* idea, but that *every* idea should be recorded, and *all alternatives* sought, to be *evaluated later*. Of course, Alex Osborn was right, as his great success confirms.

The principle of not arguing about who is right and who is wrong, but to *seek an alternative which is agreeable to both*, is the most effective method of negotiating. Negotiators

in all fields should learn from the successful "idea teams" of business.

The usual form of negotiating is to start with each side's different "demands" or "offers" and argue, sometimes for months, trying to get the other side to "give in" and accept.

Eventually, concessions must be made to "*narrow the disagreement gap*". Usually, after much antagonism and often open hostility, an agreement is reached which is not really satisfactory to either party. And the emotional and subconscious wounds never really heal.

This kind of hostile arguing would not be tolerated for one minute by the successful "idea teams" of business. They know that arguing shuts off the flow of ideas.

What is the matter with the too costly and too divisive labor negotiations is that they create arguments instead of *cooperatively creating ideas which would be mutually beneficial*. Each side would benefit, so each side would agree.

Instead of *each side demanding* that it must have *its own way*, both sides should stop arguing and seek a THIRD WAY which would be enthusiastically accepted by each.

The THIRD WAY is simply a combination of *only* those ideas which are *mutually beneficial*.

Note the essential elements of *The Principle of the THIRD WAY*:

(1) It consists of IDEAS — *not demands!*

(2) Only ideas which are *mutually beneficial* are acceptable. This eliminates the built-in antagonism of counterbalancing one side's "unacceptable" demand with an equally "unacceptable" demand of the other side.

(3) The THIRD WAY is *not bargaining*; it is *cooperatively creating and combining ideas which will be mutually beneficial* and which, therefore, will be enthusiastically accepted by everybody.

So that business will be an "*organized friendship*", as economist Herbert N. Casson recommended.

Condensed from M. R. Kopmeyer's book: *How You Can Get Riche*

What This Nation Needs Is IDEA EXPLOSION!!!

I want to urge you and the thousands of other readers of this book to join me in promoting the idea that *what this nation needs is an IDEA EXPLOSION!*

It took World War II to start the last IDEA EXPLOSION in this nation. The *public*, not the researchers, mind you, but the *general public* suggested ideas for *improving* war materials production which *saved* Uncle Sam *five billion dollars!* (Uninflated dollars of those days.)

The *civilian employees* of the War Department thought up 20,069 *new ideas* which saved \$43,793,000 in 18 months! Employees at one Navy Yard submitted 900 *ideas for improvement* in just two weeks!

But we don't need a war as an incentive for an IDEA EXPLOSION. We are faced with *a devastating crisis* — NOW — *in almost every situation* in this nation and throughout the world!

We have a food crisis (more people are starving to death throughout the world right now than were killed in all wars!).

We have a monetary crisis, an inflation crisis, a gold crisis, an interest rate crisis, a money supply crisis . . . and more, much more!

We have a crime crisis, a drug-abuse crisis, a morals crisis . . . and more, much more.

We have a governmental crisis with incredible waste, unquestionable inefficiency and, too often, questionable morality.

We have a fuel crisis, an imported materials crisis, an unstable balance of trade crisis, an export crisis.

There is no point in further continuing to list all of our crises. *You name it — and we've got a crisis in it!*

It would be interesting — but futile — to try to document how this nation and the world ever got into such a mess!

But it will be more constructive to THINK UP . . . WRITE DOWN . . . SPEAK OUT . . . concerning *ideas for improvements!*

This nation needs an IDEA EXPLOSION!

Why do we need an IDEA EXPLOSION?

In one word: *SURVIVAL!!!*

For too long, we have depended almost entirely on over-educated, under-experienced “brain (?) trusts” for ideas when we should have been getting practical ideas from the people who really know — *the millions of people who are actually doing the work, making the products, using the equipment, providing the services, and ultimately paying for everything!*

We need to get rid of our “ivory towers” and their economics of disaster.

We need to get rid of our bureaucratic “game plans” which have led from one victorious national catastrophe to another.

We need to remove every cause of the suspected trend toward “government by the highest bidder”.

We need to stop the “price-wage spiral” before we can no longer pay either the prices or the wages.

And we need not only government by the people — *but IDEAS by the people!*

That’s what this chapter is about: *IDEAS by the people!*

If business will eagerly encourage *every employee*, at every level, to THINK UP *ideas for improvement* related to his job — the improved methods, procedures, products and services will create a nation of unlimited abundance and a secure prosperity for *everybody!* Our national slogan should be “*THINK UP, America!*”

If all of our mass media will eagerly encourage

every citizen, at every level, to THINK UP *ideas for improvement* for the products and services which affect *their* lives — we can transform national apathy into the excitement and enthusiasm of making *everything* better!

This nation needs an IDEA EXPLOSION . . . and here's how to get it:

All businesses of every kind and size should have *continuous suggestion incentive programs* for all employees, at all levels, and should *intensively promote* their suggestion programs by placing idea suggestion boxes throughout their offices, plants or stores, featuring their *earnest* desire for *employee suggestions* — on posters throughout their premises, in their employee publications or in folders given each employee. Not the dull, old “token” suggestion programs they have now — *but dynamic, suggestion-stimulating programs!*

Cash awards should be *substantial* and at least some award or recognition should be given for every genuine suggestion submitted.

Every business, depending upon its size, should have a department or at least an individual whose *primary function* would be to encourage, obtain, reward and *properly channel for evaluation and possible use* — all ideas for improvement.

The great British economist and management counselor, Herbert N. Casson, wrote, a generation ago: “An efficient firm must be an *organized friendship*.” How strange that now seems when at labor-strike meetings the workers jeer and curse the employers who provide their jobs, and at management meetings the attitude is similarly intractable.

In fairness, let me add that there are some exceptions, even though, regrettably, they are not sufficiently spectacular and inflammatory to rate television and other news coverage.

Nevertheless, the way to improve employee-management relations is for management to encourage *employee involvement and participation* in functions too often re-

served solely for management, and for employees to cooperate by participating in such mutually advantageous projects as idea suggestion programs.

Perhaps labor and management can move closer to becoming an "*organized friendship*" through working together on ideas to improve the business from which both derive their incomes.

Businesses should not limit their search (and awards) for *ideas for improvement* only to their own employees. Separate campaigns seeking *customer suggestions for product and customer service improvements* should be a part of every advertising campaign.

Customers and potential customers would have a much higher regard for a company which devoted *some* of its advertising to *seeking ideas for product and service improvement* than they now have for companies which sell products and services *that could be materially improved* if the companies earnestly sought the ideas and suggestions of *all* customers and prospective customers. Businesses should put their *customers* on their "team".

Suggestions from prospective or lost customers *would reveal why they are not now buying* — so that the business could offer them *more of what they want* and *less of what they don't want*. To find out — just ASK!

Even though most people will not send in ideas for improvement, *everyone will appreciate being ASKED* and will have a higher regard for a company which sincerely and earnestly is trying to supply the kind of products and services *its customers want* and to eliminate those things which annoy and alienate customers and prospects.

Every newspaper, magazine and business publication should devote a regular feature column or page to "*Ideas for Improving SOMETHING*" submitted by readers. This should be separate from "*Letters to the Editor*" and "*Readers Views*" pages which demonstrably are *not focused on ideas for improvement*. Many readers would welcome this means of sug-

gesting their ideas.

Every television and radio station should have regular programs for broadcasting and giving credit for "*Ideas for Improving SOMETHING*" — and intensely promote the sending in of such ideas by listeners. Everybody has — or can think up — an idea for improving *something*. Thinking up ideas is contagious. Television and radio programs which would stimulate and broadcast listeners' *ideas for improvements* — ranging from civic improvements to household hints — would be welcome and interesting additions to television and radio programing.

Schools, beginning in the early grades and continuing through college, should have weekly classes on the techniques of creating *ideas for improving things*. Such classes should begin with specific projects as focal points for class attention, for example: "What ideas do you have for improving job procurement for graduating students?" would be a rewarding idea project for senior classes. And "What ideas do you have for making learning more fun?" would be stimulating for almost all grades.

Later, after creative idea techniques are developed, idea classes should be uninhibited, freewheeling discussions of *ideas for improving everything*.

There should be challenges, too, in the form of contests: "Who will be the first to submit in writing a list of practical ideas for improving a *hundred* different things." No, a *hundred* is not too many, considering that *anything* and *everything* can be improved.

As Sherwood Anderson said, "*The whole object of education is, or should be, to develop the mind. The mind should be a thing that works.*" And, what better way to train *minds to work* than to stimulate them to *think up ideas* for improving things?

One of the best places for such training is in the home. And, idea stimulation should not be confined to the children in the home. While "*thinking up*" should be taught

and practiced at an early age, it also is essential for adults as the best means of keeping their minds flexible and adaptable to change.

Psychologists say that most people, organizations and businesses suffer from what is known as "*tradition paralysis*." They become paralyzed in previously established thought and action patterns. They become mentally, emotionally and physically incapable of moving in any other than their established patterns.

But as W. O. Douglas said, "Security can only be achieved by constant change, *through discarding old ideas that have outlived their usefulness* and adapting others to current facts."

We must continuously create new ideas for adapting ourselves to constant changes as they occur or we shall suffer the fate of the now-extinct species which failed to adapt to change through evolution.

How can you cope successfully with change?

THINK UP, America!

Your ideas for improving things are needed! Opportunities for improving things are unlimited. *Everything can be improved!*

THINK UP! . . . WRITE DOWN! . . . SPEAK OUT!

First THINK UP! Select whatever you think should be improved and consider every possibility.

WRITE DOWN every idea you think up.

SPEAK OUT about your ideas for improving anything.

THINK UP, America!

You must think up ideas, using your imagination boldly!

Dare to imagine the impossible! Dare to stretch your imagination to the very limit of the impossible — then beyond that, *because out there lies the future, waiting to be discovered!*

The Law Of Cause And Effect Requires: You Always Must Act FIRST (Cause) To Get The Result You Want (Effect)

Throughout all my forty years of researching PROVEN SUCCESS METHODS, there was *one word* which *always* was a “magic” password to success.

This one “magic” word, put into action, actually *causes* success to happen. It is the self-starter *always* used by the most successful people in the world to get whatever they want in life.

That “magic” password to success is: “FIRST”.

Here are just fourteen of the *more than a thousand* PROVEN SUCCESS METHODS which are taught in detail in my books. Note that the *trigger word* is: “FIRST”.

(1) The way to get others to cooperate with *you* in doing what *you* want to do, is FIRST to help *them* do what *they* want to do. At least, enthusiastically offer *your* cooperation FIRST.

(2) The way to start a conversation, even with a stranger, is to ask a courteous question FIRST.

(3) The way to get promoted, to get a higher income, is to *deserve* it by making yourself *noticeably more useful and more valuable* FIRST.

(4) The best way to improve your performance is to *practice in your imagination* FIRST.

(5) The way to solve a complex problem is to *divide it* into simple, solvable parts FIRST.

(6) The way to be popular is to FIRST make everyone else: (a) feel *appreciated*, (b) feel *admired*, (c) feel *important*, (d) feel *needed*.

(7) The way to project a magnetic personality is to FIRST: (a) smile with your *eyes*, (b) maintain *eye-contact*, (c) use *eye-language*, (d) generate an “*inner glow*” which you radiate as an “*outer glow*” — which *is* personal magnetism.

There is more — *much more*, as taught in my books — but you *must* use the foregoing personal magnetism techniques.

(8) The secret of “*success timing*” is to get there FIRST . . . suggest valuable ideas FIRST . . . be the FIRST to do whatever needs to be done FIRST.

(9) To learn from failure, and thereby “*fail your way to success*”, you FIRST must learn to *fail forward*.

(10) Before you can succeed, you FIRST must *believe* you can. William James, the famed psychologist, taught: “*Belief creates the actual fact.*” You FIRST must *believe*!

(11) To get others to *give you* what you want or to *do what you want*, you FIRST must *ask* them. Most people will do what they are *asked* if the successful *asking techniques* are used, as taught in my books. FIRST ask properly and the *Law of Averages* will guarantee you many more “yes” responses.

(12) The way to negotiate successfully is FIRST to agree on as many points as possible, including all points which can be conceded without substantial loss. The methods of negotiating agreements (*not disagreements!*) are taught in detail in my book: *How You Can Get Richer Quicker!*

(13) The way to *materialize your intense desire into reality* through the cybernetic (goal-achieving) power of your subconscious mind is FIRST to “*attitude condition*” your subconscious power by silently repeating a 2-second *goal command* to your subconscious hundreds of times every day.

(14) The way to *conquer fear* is FIRST to “*desensitize*” the fear impulse by *deliberately doing the thing you fear* — consciously and repeatedly — until the fear is “*exhausted*” by what is called *Desensitization Therapy*, as taught in my books.

SUMMARY:

Success is attained only through the *Law of Cause and Effect*. You FIRST must *do* (cause) whatever is required to produce the *result* (effect) you want: SUCCESS.

Prove it to yourself by using the fourteen proven success methods described in this chapter — assuring your success by taking the initiative and always acting FIRST.

To Succeed You Must Do Two Things

This PROVEN SUCCESS METHOD has been credited to General Motors, but all highly successful businesses use it. You should use it, too!

To ensure your success in business and personally:

(1) Find out *what people want*; supply *more* of it

(2) Find out *what people don't want*; *eliminate* it.

Doing just those two things — either of them but, preferably, both — *will positively guarantee your success!*

Yet, most people completely ignore this basic success method. Most people are so intent on trying to get what *they* want that they disregard the sure way to get it — which is to FIRST supply people what *they* (the other people) want.

And, supply people *more* of what *they* want — *exactly* the way *they* want it! Not the way *you* think they *should* have it — but *exactly* the way *they* want it!

If you don't know for sure — *find out!* ASK them!

Having written a 336-page, 101-chapter book titled: *How You Can Get Richer Quicker*, I am going to quote from it so that you can use this *advanced application* of the principle of supplying people more of what they want.

Here is how the *advanced method* is taught in my book, *How You Can Get Richer Quicker*:

The way to get richer quicker is to *find out what people are going to want before they know they want it!*

(a) Find out what people *will* want in the future

(b) Produce it for them

(c) Persuade them that they want it *now!*

That's how the really big money is made. The fortunes! The millions! The billions!

The secret is to create new "wants" . . . NOW!

The second part of this success method is:

(2) Find out *what people don't want*; *eliminate* it!

Constantly use *both* methods because *they combine the basic fundamentals of motivating all people.*

How You Can Attract Favorable Attention To GET AHEAD!

The previous lesson taught that you must:

(1) *Supply more of what people want, (2) eliminate what people don't want.*

Let's apply those PROVEN SUCCESS METHODS to your job. *How can you supply your employer with more of what he wants and eliminate what your employer doesn't want?*

As taught in the first lesson in this *Personal Success Handbook*, you **FIRST** *must offer* to do more of what your employer wants you to do and to eliminate anything you are now doing which your employer does not want you to do.

Even if you *think* you know *everything* your employer wants and does not want you to do, *ASK him anyway.* **ASK** him sincerely, frankly, forthrightly, boldly. *The very fact of your ASKING will greatly improve your relationship.* So **ASK:**

(1) What can I do to make myself more useful?
(2) How can I make myself more valuable?
(3) How can I do my job better, more efficiently?
(4) How can I learn more so I can be more useful to the company? What books and trade magazines should I study? What training courses should I take?

(5) What *additional work* can I do *now* to enable me to learn more about the business? What on-the-job or off-the-job training can I get?

(6) What am I doing wrong or inefficiently which I can correct or improve?

Of course, your employer may faint from the shock of having an employee forthrightly *ASK how he or she can do more of what the employer wants done and eliminate errors and inefficiencies and ASK for additional training jobs!*

But after you revive your amazed employer, he will help you, train you for better jobs and then promote you. In my case, step-by-step, from office boy to president.

Where Success Opportunities Will Be In The Years Ahead

In my book, *How You Can Get Richer Quicker*, I point out that one requirement for getting richer quicker is to work where the big *spendable money* ("fluid income") will be in the future. Go where the *big money* will be!

In charting trends, remember that the present will be left behind tomorrow, *the future is your target area*.

By charting success opportunities as they will be in the *future*, you can see where the *spendable money* ("fluid income") will be *increasing* and *decreasing* during the *intervening years*. And make your plans accordingly.

Here is the experts' forecast for the future:

(1) The U.S. will be able to employ a total labor force of 140 million workers

(2) Only 3% of that labor force will be farm labor as big corporate farming replaces small single-family farms, combining them into huge crop-factories, totally mechanized, guided by computerized crop planning with automated harvesting and processing, and multinationally-controlled world-wide marketing.

(3) Only 16% of the total labor force will be employed as manufacturing labor, because blue-collar labor will be replaced by fully computerized automation.

(4) The remaining 81% of employment will be in professional and *people-service* occupations.

Farm labor and production labor will be replaced by highly skilled technicians. So, future job opportunities — and future markets — will be in the highly skilled technical fields and in professions and other PEOPLE-SERVICES.

Most present occupations and *all future occupations* require learning and using PROVEN SUCCESS METHODS *for dealing with people*.

These methods are taught by my books.

How You Can Avoid Being Replaced By Computerized Automation

Computerized automation and related technologies will replace millions of workers in the coming years.

Your own job security requires that you make sure that you will not be replaced *either* by computerized automation or by *any of the millions of people who will be replaced and be competing for every available job including YOUR job!* You must be better than all future applicants!

You will succeed in business and in life based on the *superior value of your usefulness.*

If you are useful only in small things, you can expect small compensation and much competition even for that!

You become more indispensable as the value of your usefulness increases. When your usefulness is of *great value* to *many people*, your success and wealth are assured.

You write the amount of your own pay check because you can make yourself as valuable as you want to be to as many people as you want to serve — simply by learning and using *proven success methods* as taught in my books.

The miraculous modern technologies which can place men on the moon are *fully capable of doing your job* — *unless you have or obtain the following job security:*

(1) MANAGEMENT: Management owns or controls the computers and the automated equipment.

(2) PEOPLE WITH IDEAS FOR IMPROVEMENTS: *A computer cannot produce ideas.* No business can survive in the future without a constant input of ideas for improvement. There always will be a need for *people with ideas.*

(3) SUCCEEDING WITH PEOPLE: Because 81% of all future jobs will be in the professions and occupations dealing with people, this field offers not only job security from computerized automation, but offers unlimited income opportunities — if you learn and use *proven success methods.*

A PROVEN SUCCESS METHOD You Absolutely Must Use!

Having evaluated every PROVEN SUCCESS METHOD which I could discover in 40 years of research (there are *more than a thousand*), I have concluded that there is *one* success method which *must* be used by *everyone*.

If you do not constantly use this *one* success method, you condemn yourself to a lifetime of indecision, frustration and failure. *Your success depends on it.*

This make-or-break, win-or-lose, succeed-or-fail test of whether or not *you have what it takes* to succeed in business and in life was stated by Thomas Huxley, the great English scientist:

“The most valuable trait you can acquire is *your unhesitant willingness*:

- (1) *To do the thing you should do*
- (2) *When it ought to be done*
- (3) *Whether you like it or not.”*

If you are *unhesitantly willing* to live by that rule, your entire life will become an orderly succession of rewarding accomplishments which add up to success.

When you make that rule the guiding conduct of your life, you never again will hesitate and debate with yourself about whether or not you are *willing* to do *what you should do*. You simply *do* it. Without indecision.

And you do it *when it ought to be done*. You do not put it off to haunt you among the accumulation of things you ought to have done but postponed to “sometime”. You *do* it!

You *do* it — *whether you like it or not*. Because, if you *should do* something, “*whether you like it or not*” is *totally irrelevant*. You **DO** it. *Because you ought to*.

This may be the most valuable lesson you ever will learn: *Do what you should, when you should, like it or not.*

Your success depends on it.

BEGIN! Then Your Doing Will Generate The Power To Complete Any Project!

Goethe, one of the Great Thinkers, taught that the act of *beginning* sets in motion the *power to complete* what you begin. *Doing generates power!*

Emerson, one of the American Wise Men, taught that the *act of doing* actually *generates the power* within you to *continue doing* until your project is completed.

There is nothing metaphysical, supernatural or phychic about this. It simply is the *Law of Inertia* which is taught in all schools. Only, instead of being applied to objects, it is applied here to success.

The *Law of Inertia* states:

(a) A body at rest (stationary) remains at rest.

(b) A body in motion, continues in motion.

So, if *you are not doing (accomplishing) anything*, *you will continue not accomplishing anything*. The cause simply is that you did not BEGIN and therefore did not generate the *power to do, to accomplish*. According to the *Law of Inertia* (applied to success), you remain stationary — stuck in the same rut!

But, if you BEGIN to *do (accomplish)* something, you are “in motion” and in accordance with the *Law of Inertia* (applied to success), you will *automatically receive the power to continue* until your project is completed. And then continue completing more and more projects.

This is a scientific principle and *it applies to everybody equally*. Scientific principles do not ask how much schooling you have had, or if you are poor, or the color of your skin, or any question.

Scientific principles simply state that if you (*whatever your situation*) *do* certain things, you positively will *receive* certain results. Always! *Whoever you are!*

PROVEN SUCCESS METHODS are your means of using scientific principles to *assure your success*.

PROVEN SUCCESS METHODS Are Based On Scientific Principles

During the 40 years I devoted to researching, testing and now publishing PROVEN SUCCESS METHODS, I discovered that these success methods which have been and now are used by the most successful men and women — *all are based on scientific principles*, sometimes called *Universal Laws*, the same principles which control everything.

For example, famed psychologist William James of Harvard taught that if you *consistently think, feel and act AS IF you are a success* (or are becoming a success), *you actually will be a success in real life*.

While the remarkable *AS IF* method has been called “Mind Power” and does use the cybernetic (goal-achieving) power of your subconscious mind, you will learn in my books that it simply is the universal *Law of Consistency*.

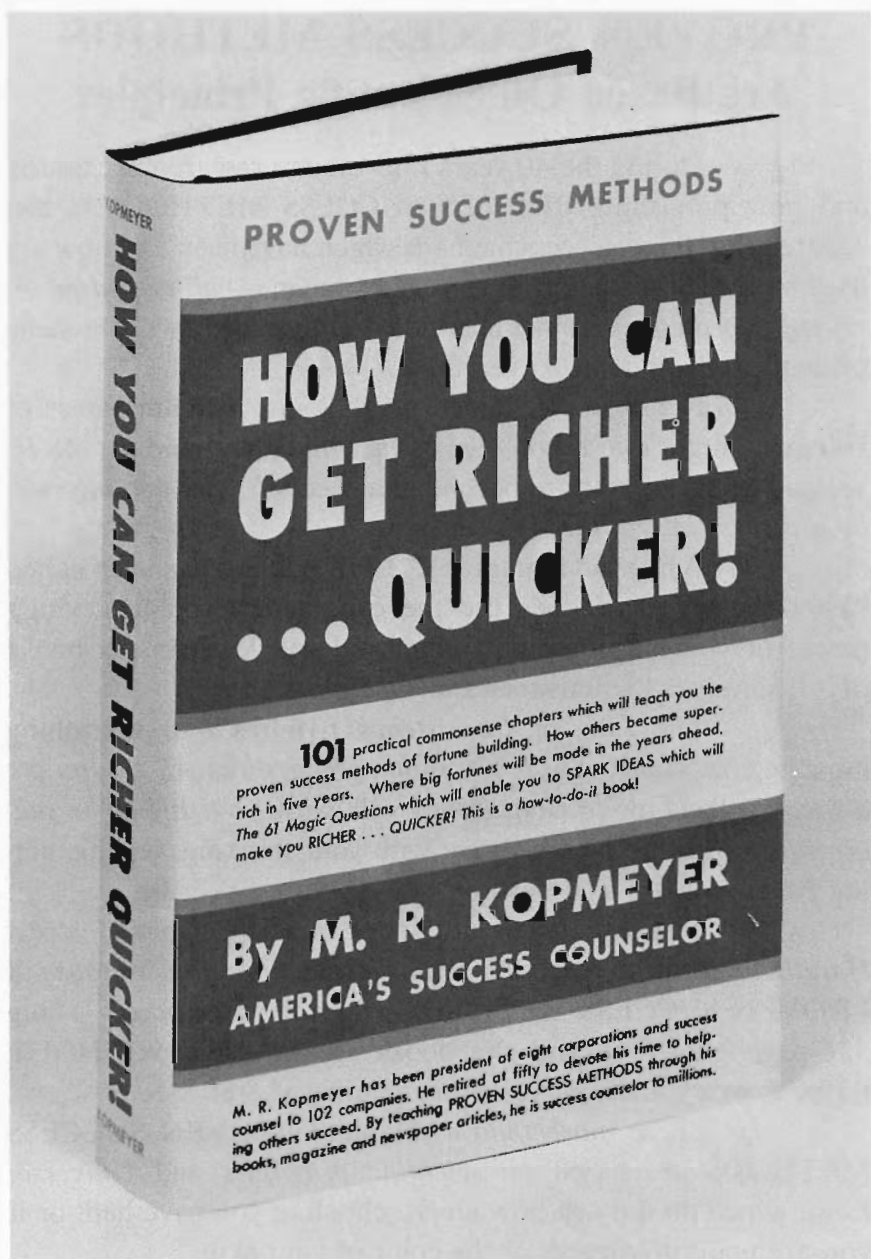
The *Law of Consistency* requires that everything must be consistent. So, if you *think, feel and act AS IF you are a success*, the *Law of Consistency* will cause *your life to be successful* in order to be *consistent* with your thinking, feeling, acting *AS IF you are a success*.

There simply is not space in this *Personal Success Handbook* to try to teach the details of the *more than a thousand* PROVEN SUCCESS METHODS. This requires *books* — big 336-page books — and the books are available **WITHOUT RISK** to every ambitious person . . . everywhere!

These *more than a thousand* PROVEN SUCCESS METHODS are based on *scientific principles* and *Universal Laws* which do not ask how much schooling you have had, or if you are underprivileged, or the color of your skin.

They only ask that you (*whatever your situation*) learn and use simple, easy PROVEN SUCCESS METHODS to attain *wealth, power, fame, love, health, whatever you want*.

The proven methods which **YOU** can use to get *whatever you want* are plainly listed on the following pages.



This is a **PROVEN SUCCESS METHOD** book containing 336 printed pages, 101 chapters revealing the *success methods used by the world's most successful people* to attain wealth, power, fame, love, health and *whatever* they wanted.

**The 101-chapter Proven Success Methods book:
HOW YOU CAN GET RICHER
QUICKER**

will teach you the following success methods.

This 336-page book, beautifully bound in Spanish leather-finish Sturdite for a lifetime of frequent reference and re-reading, contains 101 chapters of the proven success methods of the world's most successful people.

It will teach you *How You Can Get Richer Quicker* by learning and using proven success methods, some of which are described below:

(1) Success, itself, is a science based on *Universal Laws*, principles and methods which are clearly described throughout this book and *which can be used by you in your present or any other occupation* to get richer quicker.

(2) For you to get *richer quicker*, you must do *two simple things* which are clearly taught and easy to do.

(3) You are taught the success formula which made General Motors the largest industrial company in the world.

(4) You learn how to attract the *favorable attention* you need to *get ahead*.

(5) You are given a list of the "growth" businesses in which *individuals made personal fortunes of from \$1 billion to \$50 million in five recent years*.

(6) You learn how *you can get rich* in *hundreds* of various occupations from which you can choose.

(7) You learn why "general education", including college degrees, will not make you rich *unless you learn marketable skills and use proven success methods*.

(8) You learn where the *profitable employment opportunities* and *big-income jobs* will be in the years ahead.

(9) You are taught "*the most valuable success method you will ever learn*."

(10) You learn how to begin now to *make yourself*

(Continued) The book *How You Can Get Richer Quicker* will teach you:

more valuable and thereby increase your income.

(11) You are taught how to get richer quicker by a “magic” method of constantly creating profitable IDEAS!

(12) You learn how to SPARK IDEAS by applying “The 61 Magic Questions” which make you instantly creative!

(13) Then you are given the complete “61 Magic Questions” in full, ready for your continuous use in easily SPARKING IDEAS to make you richer quicker!

(14) You learn how to create and promote your own profitable ideas by using the *Three Master Methods*.

(15) You learn how to turn *ideas* into *realities*.

(16) You learn 3 *sure ways* to get richer quicker.

(17) You learn how to profit most from *your ideas*.

(18) You are taught how to promote your ideas.

(19) You learn about the *Golden Road to Riches!*

(20) You are taught how you can create profitable ideas by *Yoga* methods and by “*dispersed attention*” methods.

(21) You learn how you can maintain a *continuous flow of profitable ideas* to get richer quicker!

(22) You discover *learning facts* is not enough; you are taught to *activate facts* with IDEA power.

(23) You learn how to put *your ideas* to profitable use to make you *more valuable* and increase your income.

(24) You learn how to sharpen your ideas on the grindstone of criticism.

(25) You are taught how to get rich by suggesting ideas which are *not yet perfect*.

(26) You learn how to get richer quicker by giving *your ideas* away and making “*corollary profits*”.

(27) You realize that what this nation needs is an IDEA EXPLOSION . . . and learn how you can start it!

(28) You are introduced to a section of the book which will make you a *totally successful person!*

(29) You learn how to *avoid half of your troubles!*

(Continued) The book *How You Can Get Richer Quicker* will teach you:

(30) You learn why "*be yourself*" can be the worst possible advice. How to be a *more successful "self"*.

(31) Would you like to have YOU *as your boss*?

(32) You are taught how to persuade or influence others to do whatever you want them to do.

(33) You learn how to *activate, then fulfill*, wants of others and become a desired "*fulfillment source*".

(34) You are taught how to win the *pleasing game of interchanging praise*. A popularity builder!

(35) You learn how to *live and work in harmony*.

(36) You are taught how to use "*silent*" *personal slogans* and *goal commands* to build your success attitude.

(37) You acquire the *one* quality which all experts agree you *must* have to succeed in any type of work.

(38) You master the technique of *focusing attention on yourself* at a meeting or party.

(39) You learn *how to be a leader*!

(40) You learn to *make news* because favorable news will make you well known and, perhaps, famous!

(41) Become skilled in negotiating agreements.

(42) You are shown *how to change the (emotional) climate* to change attitudes and situations to your benefit.

(43) You learn *how to make any problem harmless* simply by DE-CONFUSING it.

(44) You are taught how you can use the *Law of Increasing Abundance* to get everything you want.

(45) You *multiply your telephoning effectiveness* by becoming a "telephone personality".

(46) You learn how to get a lot of people involved in helping you succeed.

(47) You are instructed: never ask "IF" . . . always ask "HOW". A sure method of getting richer quicker!

(48) You are counseled on the value of attractively and impressively "**PACKAGING YOURSELF**" to succeed.

(Continued) The book *How You Can Get Richer Quicker* will teach you:

(49) You learn to use the proven success method:
“*When you have crossed the river — abandon your boat.*”

(50) You learn how to manage life successfully.

(51) You acquire a successful “*job-attitude*”.

(52) You are given the secret of successful work planning by using the effective “*start at the finish*” method.

(53) You learn how your 60-trillion-cell-body is *controlled by your mind* for better or worse.

(54) You are instructed how to use obstacles as power generators and are given actual life stories of many of history’s greatest successes as examples.

(55) You learn the psychological principle *AS IF*, taught by America’s most famous psychologist, William James of Harvard. Combined by the author with the *Law of Consistency*, it will enable you to get whatever you want in life!

(56) You use *desire* to generate motivation.

(57) You master the technique of *successful asking*.

(58) Achieve popularity with two “*magic words*”!

(59) You use the amazing *Law of Increase* to produce an abundance of whatever you want in life!

(60) You become a GOOD NEWS reporter and all “doors” to popularity and success are opened to you.

(61) You learn not to be a “*squeaking wheel*”.

(62) You become a SPIRIT LIFTER!

(63) You learn an unusual and amazingly successful method of keeping ahead of competition.

(64) Learn *why* you must *increasingly do better*.

(65) You must help your country by creating IDEAS because, to the extent that this nation depletes its *natural* resources, it must replace them with *creative* resources.

(66) You are counseled: NEVER LOOK BACK!

(67) You learn the “*magic password*” to success.

(68) A *billionaire* gives you *his* success method!

(69) Success is COPING — not just HOPING!

(Continued) The book *How You Can Get Richer Quicker* will teach you:

(70) You are taught how to become an expert in *problem solving* — a most needed and profitable skill.

(71) You are given the “*Solid Gold Question*”!

(72) You learn to *form alliances* for POWER!

(73) You are warned against the backlash of hate.

(74) You learn the *determining factor* of success.

(75) You are taught how to “*manufacture*” success by applying success methods to the priceless material — YOU!

(76) Here’s how to keep “*on track*” to your goal.

(77) Stock market advice from a multimillionaire.

(78) You are taught the *sure* way to get rich.

(79) You learn the two qualities which will conquer all things and *how you can develop them*!

(80) You learn the principles of “*Contingency Planning*” which will ensure your success *whatever* happens.

(81) You are taught the “*Principle of Daily Capital Growth*”, the sure way to amass great wealth.

(82) You let the *quick quitters* do the preliminary hard work — then when they quit, you complete the project!

(83) You learn the “*Principle of the THIRD Way*”, to avoid arguments in negotiating successfully.

(84) You are taught the “*Principle of Multiple Management*” which is the *super-management organization* of the businesses of the future, replacing present management concepts with *multiple-intra-organizations* capable of managing the complex technologies of the near-future. *Your advance knowledge of this coming change will give you many advantages.*

The brief outline on this and the preceding pages is but a glimpse of some of the valuable contents contained in the 101 chapters of the big 336-page book: *How You Can Get Richer Quicker*. There is more — *much more* — as you can see by examining the book, itself, in your home at NO RISK.

Here's What Readers Say About Proven Success Methods Books

"Your books prove that you have *earned* your title as *America's Success Counselor*. My best efforts go to passing your success methods on to our clients. Enclosed is our order and check for 100 more books for our expanding business."

Management, Accounting and Tax Consultants

"We placed a number of your books in the hands of our district salesmen. One salesman grossed \$150,000 in commissions this year and we give part of the credit to your books which teach profitable success methods."

*District Sales Manager,
Nationwide Real Estate Developers*

"You really have made a tremendous contribution with your books and I hope that many, many people read them because the ideas apply to everyday life situations. We use your books as contest awards for our agents."

Life Insurance Executive

"We originally ordered 7 copies of your books. Our staff was so impressed with them that we are ordering 5 more."

Area Office of Large National Organization

(Note: Proven Success Methods books also are ordered by this large organization's other area offices throughout the nation and abroad.)

"I have a library shelf of success books, but *your books have detailed methods of how-to-do-it*. You have really earned a place in history for the good you are doing those who want to get ahead in life but don't know how. Your books tell them HOW."

Heating Engineer

What Readers Say About Proven Success Methods Books:

“The guidance contained in your books should be in every high school and college. Then there would be far fewer drop-outs and discouraged failures.”

Business Executive

(Note to readers: Many high schools, vocational schools and colleges do have Proven Success Methods books for student counseling and study—but not nearly enough. Why don't you do as many other readers do and buy additional copies to personally donate to schools of your choice?)

“Your books are packed with wisdom and know-how that could only come from many years of practical experience and much research.”

Author and Researcher

“Your books have been very helpful in motivating and training our organization.”

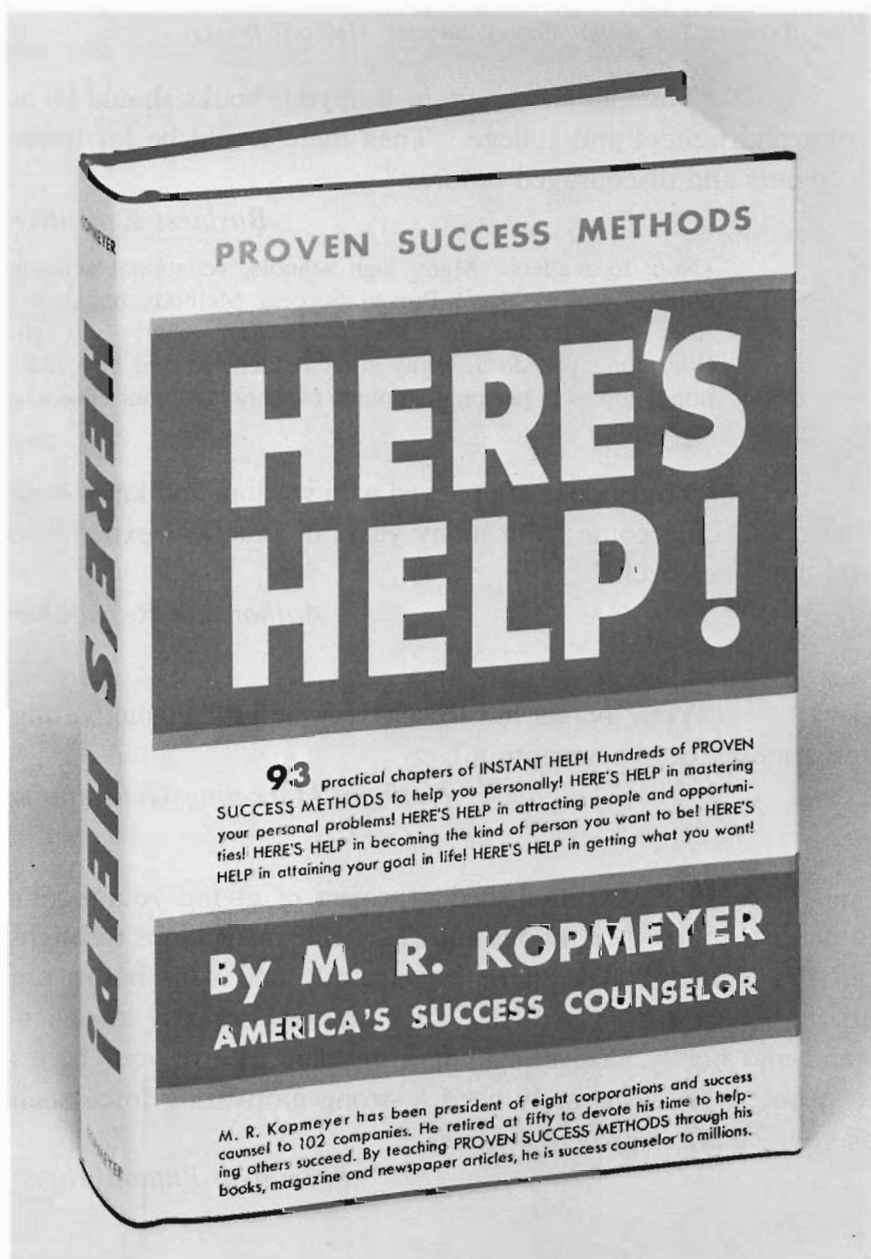
National Marketing Consultants

“I have established a project of giving your books to be distributed by religious and charitable institutions throughout the United States. I read constantly and your books are among the best ever written. They are concise, easy to understand and highly motivating. It is my plan to give your books to people who desperately need a strong motivating force such as your books to guide their lives.”

Prominent Philanthropist

“Have you considered setting up management and sales training courses using your books as texts? I would like to set up such a leadership course in my city and then go national from there.”

Financial Consultant



This is a **PROVEN SUCCESS METHODS** book: 336 printed pages, 93 chapters of instant, practical help. Hundreds of *proven success methods* help you master personal problems and help others. *Entire section on personal magnetism!*

**The 93-chapter Proven Success Methods book:
HERE'S HELP!
will teach you the following success methods.**

This 336-page book, beautifully bound in Spanish leather-finish Sturdite for a lifetime of reference and re-reading, contains 93 chapters of the proven success methods of the world's most successful people.

The big book HERE'S HELP will provide a lifetime of instant help in succeeding with the inevitable problems of life — yours and those of others.

Equally important, the book HERE'S HELP will give you proven success methods to attract people and success. For example, there is an *entire section* on how *you* can easily and quickly develop a *magnetic personality*.

HERE'S HELP will help you become the kind of person you want to be and to attain your life goal.

Here are some of the things the 93 chapters of HERE'S HELP will teach you:

(1) You learn why the success methods taught in this book *will succeed for you* just as these methods have enabled the world's most successful people to attain wealth, power, fame, love, popularity, health, whatever they wanted.

(2) You discover that almost all of the world's most successful people started with less education, less money, less opportunities than any readers of this book.

(3) You do not succeed because of what *you have*, even if that includes many college degrees — you succeed by using *proven success methods*.

(4) The most successful people in history had to learn from experience — trial and error. It was a time-consuming and costly way to learn as is proven by the fact that *only a few out of hundreds of millions of people* ever really succeeded, as history shows.

(Continued) . . . the book *Here's Help* will teach you:

(5) The proven success methods of the comparatively few who *did* succeed have been the life-study of the author who devoted 40 years to research which enabled him to record *more than a thousand proven success methods* in his books so that readers can acquire the results of this 40 years of research for just a few dollars. Quite a bargain!

(6) You learn that *your present does not limit your future*. You can start from poverty and become a millionaire. You can change from a life of crime to become a leader in your church, your business, your community. You can start from being an uneducated drop-out and become a leader in education.

(7) You are given a two-part proven success method which you — and everyone — *absolutely must use* to achieve success, to attain your goal, to get whatever you want.

(8) You learn that having to surmount obstacles may be unpleasant at the time, but it enables you to succeed faster because you “over-compensate” (TRY HARDER) than if you had no obstacles to overcome.

(9) You learn that psychological research has discovered: “*People have a self-image and actually become what they ‘envision’ themselves to be.*”

(10) “*Envision*” means to “*mentally picture*” — so psychology teaches that *your life becomes what you think (mentally picture)*.

(11) This is in accordance with the universal *Law of Consistency*. You cannot *think (mentally picture)* one thing and *be* or *do* another. That is impossible because the universal *Law of Consistency* causes what you *are* and what you *receive* to be *consistent* with what you *think (mentally picture)* yourself as *being and receiving*.

(12) You cannot *think poor* and become rich.

(13) You cannot *think love* and feel hate.

(14) You learn that your thoughts (mental pictures) control your life and determine your future — as taught by

(Continued) . . . the book *Here's Help* will teach you:

the Bible, by the wise men throughout history, and by modern psychology. The actual quotations from all these sources are given you in the book *Here's Help* which teaches you how to use them to attain success and happiness.

(15) You are taught that you "*plant*" mental pictures in your subconscious, and *you reap what you plant*. It is a *Law of Life*.

(16) If you *think poor*, you will *be poor*.

(17) If you *think rich*, you will *be rich*.

(18) If you *think success*, you will *be successful*.

(19) If you *think goodwill*, you *attract goodwill*.

(20) If you *think friendship*, you *attract friends*.

(21) If you *think love*, you will *be loved*.

(22) Thousands of years of history, wisdom, experience, observation and research have proven, beyond any doubt, that *you will become what you think*. The Bible says so. History says so. Modern psychology says so.

(23) You learn the all-important *Principle of the Three Minds* and how to use this power to become *whatever* you want to be and to get *whatever* you want in life.

(24) The 93-chapter book *Here's Help* also teaches you how to completely *control your thoughts* and therefore *control the mental pictures* which actually are a mental movie continuously running through your mind, day and night.

(25) You use a simple thought-control method to "*turn off*" *disturbing thoughts and unwanted mental pictures*.

(26) You learn how to relax your mind by *relaxing your eyes* and "*turn off*" *all thoughts* so that *you can go to sleep in eleven seconds — anytime!* Yes, YOU can — *anybody can* — go to sleep in *eleven seconds* . . . without drugs!

(27) Then you learn to *intensify* your thoughts (mental pictures) to *succeed faster!*

(28) You learn how you can create and use your own *goal commands* to "*magnetically condition*" your sub-

(Continued) . . . the book *Here's Help* will teach you:

conscious so it will *attract to you* the opportunities, personal contacts and all the means necessary to get whatever you want in life. *Your repeated goal commands become realities.*

(29) You are taught the important discovery of modern psychological research that: "*People have a SELF-IMAGE and become what they envision (mentally picture) themselves to be.*"

You learn how to mentally picture your *ideal self-image* so that *you actually become your IDEAL YOU!*

(30) Then the 93-chapter book *Here's Help* enables you to achieve one of life's most satisfying attainments — a QUIET MIND. *You experience peace of mind and soul!*

(31) You learn how not to react in resentment and anger — but to keep a QUIET MIND.

(32) You discover how to *stop worrying!*

(33) You learn: *never escalate a negative emotion.*

(34) You no longer are tortured by your clock!

(35) You learn wisdom from Solomon's teachings.

(36) You are given a rescue boat named FAITH.

(37) You learn the "magic" of doing *less criticizing* and *more sympathizing* — to be popular, to be loved.

(38) You master the secret of PATIENCE POWER to control people and situations.

(39) You learn that the more you DO, *the more power you generate to do more* through "success momentum".

(40) You learn some things you should "NO".

(41) The book *Here's Help* will teach you the "3G METHOD" which will make you popular, successful and happy.

(42) You learn: *you may be sorry you stirred it.*

(43) You learn to "close the door on the PAST."

(44) You learn how to *fail your way to success!*

(45) You are taught not to use "*baby methods*" on adult problems. Childish behavior by adults is silly!

(46) The book *Here's Help* will show you how and

(Continued) . . . the book *Here's Help* will teach you:

why *families who laugh and play together — STAY together!*

(47) You learn the popularity and success secret of always making everyone feel better because of you.

(48) *You feel better by making others feel better.*

(49) You master methods of *attracting money*.

(50) The book *Here's Help* includes a *section* teaching psychologist William James' famous method of "*AS IF*."

(51) You learn how to use the amazing psychological method of the "*triggered automatic response*".

(52) You are taught that *whatever* happens, there are *only five things you can do* — and *HOW* to do them!

(53) You learn how to ridicule the negatives out of your life — a new, proven way to a *positive personality!*

(54) The 93-chapter book *Here's Help* has an *entire section* teaching the easy — *but powerful* — techniques of PERSONAL MAGNETISM you can begin using instantly!

(55) You discover that personal magnetism is an *inner* power which is radiated and projected; so as an *inner* power *it is not limited by age or appearance*. In fact, most magnetic personalities are *neither young nor beautiful*.

(56) You learn to use *magnetic eye-contact*.

(57) You are taught *magnetic "eye-language"*.

(58) You learn to "*smile with your eyes*".

(59) You are taught to speak with a *magnetic voice* using an amazing new speaking technique!

(60) You learn to generate an "*inner glow*" which you radiate and project as a magnetic "*outer glow*".

(61) Actually, you are generating personal electromagnetism (*personal electricity*) so by increasing your *magnetic voltage* you can really "*turn on the power*".

(62) You learn the scientific fact that, whatever your "*calendar age*", your body never is more than *100 days old* and is constantly conforming to your *self-image* so the book *Here's Help* will enable you to become your IDEAL YOU.

Here's What Readers Say About Proven Success Methods Books:

"Most helpful books in the self-help field!"

Nationally Famous Inspirational Speaker

"Fine books which government agencies will find very helpful."

Top-Level Federal Government Official

"Approved and purchased by Air Force Libraries."

U. S. Air Forces Librarian

"Approved and purchased by U.S. Veterans Hospitals for patients and personnel."

U. S. Veterans' Hospitals Librarian

"Designated as recommended reading for Peace Corps personnel."

Peace Corps Official

"Splendid books! I congratulate the author on stimulating, exciting and creative books which are bound to help people. Congratulations on all the good work you are doing!"

World-Famous Preacher, Psychologist and Author

"Words could never express how much I have been helped by your books!"

Housewife

"I gave your books to a friend in need. They have become practically her bible and she seems like a changed person."

Social Worker

What Readers Say About Proven Success Methods Books:

“I read and re-read your helpful books. I keep them where I can pick them up and read again and again. They help those who need help.”

Housewife

“Again, I am buying additional copies of your books to give to members of my family and to my friends. God bless you for helping so many — so much!”

Building Designer and Contractor

“As I live and learn, I am becoming aware that man’s greatest need (and my own) is for the kind of ‘lift’ your books provide.”

Famous Scientist

“Your books are dynamic ‘*how-to-do-it*’ books which help people set goals, overcome problems and develop creative leadership. Will help everyone!”

Government Youth Program Administrator

“Your books are real *mental-energizers* to start the day or pick you up anytime. Short, concise chapters will solve the day’s most perplexing problems.”

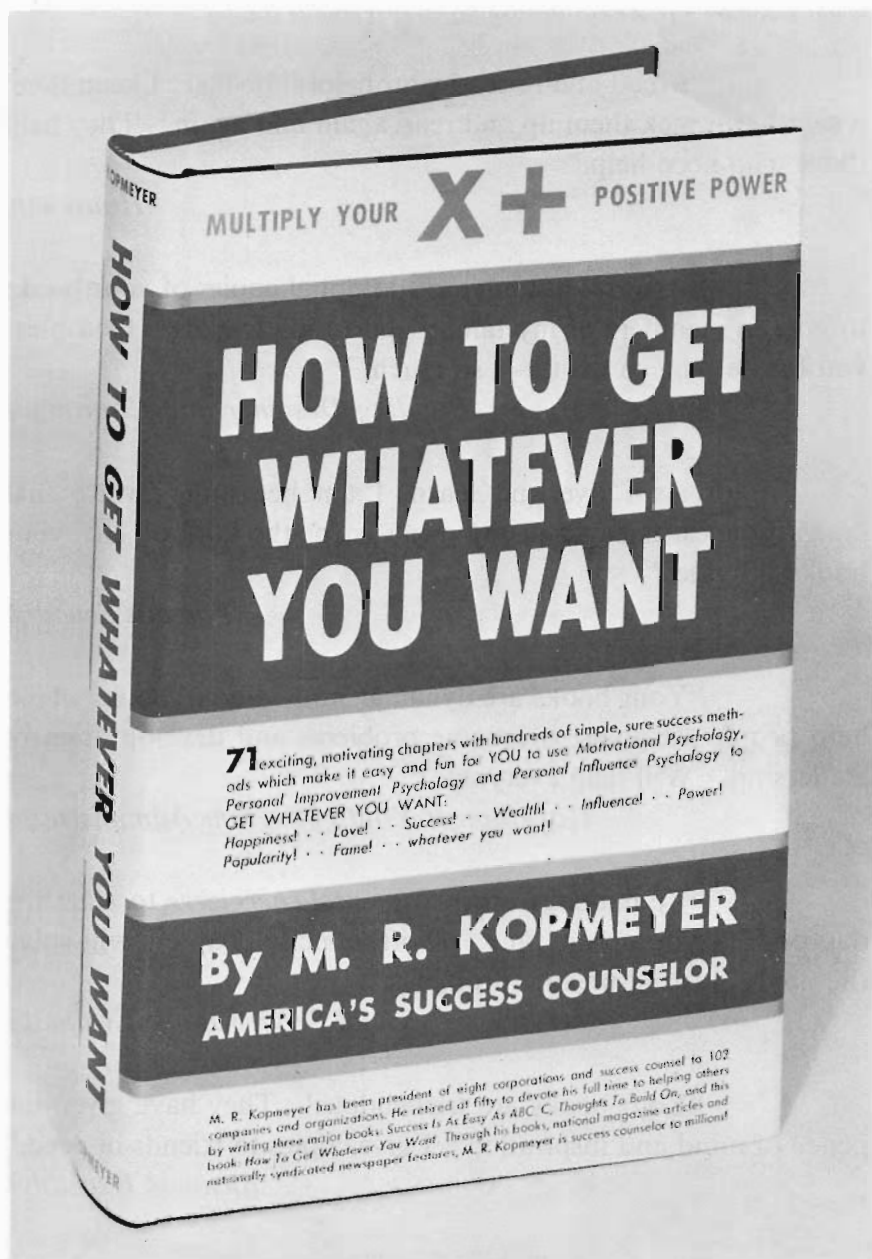
Social Service Book Evaluator

“Your books are tremendous! They have given me peace of mind and inspiration. I give copies to friends in need.”

Business Executive

“I have studied many self-help books but your books are tops in my estimation. Not a wasted word. Every sentence highly meaningful. Such depth of understanding in so many aspects of living! Thank you and God bless you!”

Doctor



This is a **PROVEN SUCCESS METHODS** book containing 336 printed pages, 71 chapters clearly revealing the success methods of the world's most successful people which enable them — *and will enable you* — *to attain success and happiness!*

The 71-chapter Proven Success Methods book:
HOW TO GET WHATEVER
YOU WANT
will teach you the following success methods.

This 336-page book, beautifully bound in Spanish leather-finish Sturdite for a lifetime of reference and re-reading, contains 71 chapters of the proven success methods of the world's most successful people.

It is the specific purpose of this book to teach you hundreds of proven success methods which will enable you to GET WHATEVER YOU WANT . . . wealth . . . power . . . fame . . . popularity . . . love . . . health . . . happiness . . . *whatever you want in life!*

The proven success methods in this book have been selected for the above purpose from *more than a thousand* success methods which the author, in 40 years of research, found to be the success methods used by the most successful people.

This big 71-chapter book will teach you — in *easy-to-understand, easy-to-use methods* — the following:

(1) You learn that you can make more money and acquire more of *whatever you want* by investing in *yourself* than from any other investment you can make.

So when you buy *Proven Success Methods Books*, you actually are *buying stock in yourself!*

(2) You discover that *you were born to succeed*. The “*success instinct*” is *Nature's Law*. Without the natural instinct to succeed, plants, animals and the human race could not have survived. Survival is the first result of success. Your very existence is proof of the “*success instinct*”.

(3) You learn that *everybody* has the “*success instinct*”. Some people *use* their “*success instinct*” and thereby succeed. Some people do not use their “*success instinct*”, so they do not succeed. The difference between success and failure is just as simple as that!

(Continued) The book *How To Get Whatever You Want* will teach you:

(4) It is the specific purpose of the book *How To Get Whatever You Want* to teach you HOW to use your “*success instinct*” to attain *wealth, power, fame, popularity, love, health, happiness . . . whatever you want.*

(5) There isn’t anything complicated or difficult about getting whatever you want in life. You simply use the proven success methods of the most successful people in the world. The book *How To Get Whatever You Want* devotes 71 chapters to revealing these proven success methods and teaching you HOW to use them.

(6) Everybody has handicaps. So you learn how the great achievers throughout history surmounted *their* handicaps. Then you learn how you can use *their* proven success methods to surmount *your* handicaps. *You can do it!* It’s all in knowing HOW! The book *How To Get Whatever You Want* teaches you HOW!

(7) Then you are given the following keys to the doorways to success:

- (a) The *Hollywood and TV Stars’* keys to success
- (b) *Make Friends, Use Influence* key to success
- (c) The *Overwhelming Service* key to success
- (d) The *Human Dynamo* key to success
- (e) The *Mind Power* key to success
- (f) The *Will Power* key to success

(8) You are taught that, although the foregoing keys to success are methods by which you can become successful, *there are much easier and faster methods.*

(9) You learn that the easiest, simplest way to succeed is a *three-letter word!*

(10) You discover how to use this “magic” *three-letter word* to get whatever you want.

(11) Learn the proven success technique of making it *easier* for people to do what you want them to do — and more *difficult* to refuse you. Thus, you “*tilt*” them *your way.*

(Continued) The book *How To Get Whatever You Want* will teach you:

(12) You are taught why you *never* should use the resistance-creating word: DEMAND!

(13) Learn how to get others to help you succeed.

(14) You are advised of “best buys” which *do not cost any money!*

(15) You learn never to be afraid of losing because you learn HOW *you cannot lose!*

(16) How to change “No!” responses to “Yes!”

(17) You are taught the methods of discovering and *removing* the “hidden reasons” for refusal.

(18) You learn how to use the *Law of Averages* to GUARANTEE *your success.*

(19) You are taught the “*Not all . . . not even most . . . but just ENOUGH*” technique which assures your success.

(20) You learn how to *FAIL your way to success!*

(21) You eliminate all fear of failure!

(22) You learn how to get whatever you want *in spite of all obstacles!*

(23) You develop the miraculous power of *intensely believing* you will succeed.

(24) Then, the 71-chapter book *How To Get Whatever You Want* devotes an entire section to *one of the most inspiring reading experiences you ever will have* — the real life stories of 15 of the greatest successes in history . . . showing that all (except one) *started life with more handicaps and less of everything than any reader of this book . . . yet they ALL achieved success and fame because of ONE personal quality!* Then you are taught how *you can easily develop within yourself that same all-important personal quality!*

(25) Then, you begin to explore the unlimited power of your *subconscious* and you are taught HOW to use it:

(a) To cybernetically *guide you surely and directly to your goal* by a “mental-computer-guidance-system” (*your subconscious*) which keeps you *on-target* like a guided missile.

(Continued) The book *How To Get Whatever You Want* will teach you:

(b) To magnetically *attract to you* all of the opportunities, personal contacts, financial and other means required to *get you whatever you want*.

This is accomplished by *natural science* and the methods used are the result of *modern psychological research*.

(26) Begin by composing your own personal slogan.

(27) Then, you intensify your personal slogan into a *goal command* to your always-obedient subconscious.

(28) You implant your *goal command* deeply into your subconscious mind by one, some, or all of the following *mind concentration methods*:

(a) The “*Silent Chant*” Method

(b) The “*Knotted Rope*” Method

(c) The “*Magic Coins*” Method

(d) The “*Deck of Cards*” Method

(e) The “*Mental Picture*” Method

(f) The “*Repeating Card*” Method

(g) The safe “*Self Hypnosis*” Method

(29) You learn that the foregoing *mental concentration methods* of “*computerizing your subconscious mind*” are so powerful in *materializing your goal commands* that they never must be used *negatively* because then they would produce disastrous results.

But, used *positively*, as taught — *their results are amazing and will miraculously change your life* — beginning as soon as you start using them!

(30) Next, you are taught how to conquer fear by what is known, psychologically, as *Desensitization Therapy*. Don’t let the psychological name deter you. This lesson is clearly taught as a simple, easy-to-understand and easy-to-use method *which will enable you to conquer fears forever!*

(31) Next the big 71-chapter book *How to Get Whatever You Want* devotes a Special Section to developing your PERSONAL POSITIVE POWER.

(Continued) The book *How To Get Whatever You Want* will teach you:

(32) You learn how to use a secret symbol as a reminder and a concentration object to develop *your terrific positive power personality!*

(33) You learn to create *your own personal world* consisting of all people within the range of *your personal positive power radiation*.

(34) You discover that you really have two kinds of vision: (1) *physical vision* and (2) *mental vision*.

(35) You learn that physical vision is, of course, *eye-sight*, but mental vision is called *insight*.

(36) Your *physical* vision (*eye-sight*) enables you to see only the *outer* person: *physical* characteristics and acts of others. Your *mental* vision (*insight*) enables you to “see” the *inner* person: the thoughts, feelings, desires and needs of others — even their *subconscious* needs of which they may not be aware!

(37) The book *How To Get Whatever You Want* teaches you how to develop your *mental* vision (*insight*) to see all others as *they really are* so that you can *focus* your personal positive power *to get what you want*.

(38) As you learn in this and in my other books, the surest, easiest, fastest way to get what *you want from others* or to get their enthusiastic help is FIRST to give others what *they* want. Now your *inner vision* (*insight*) reveals that what each person wants most is the fulfillment of his or her *subconscious needs*.

(39) The book *How To Get Whatever You Want* teaches you HOW to become sought as a “*source of fulfillment*” of the eight most desired *subconscious needs* of everyone. An entire chapter lesson is devoted to teaching specifically *how* to fill *each* subconscious need.

(40) *Then you will get whatever you want!*

Here's What Readers Say About Proven Success Methods Books:

"Terrific! Each chapter is a power-packed motivator! There are nine on my staff and I am ordering copies for each of them and one for our church library."

Nationally Prominent Baptist Pastor

(Note: He built one of the largest church congregations in America. This church subsequently purchased many more *Proven Success Methods* books.)

"I give your books to young friends just starting on their careers. Your books help them make progress faster than our generation."

Leading Business Executive

"Your books are to be treasured. I am greatly impressed and will make many references to them."

President of One of Leading Banks in U.S.

"I like your logical, organized approach and your presentation of valuable behavioral and psychological knowledge in such an exciting manner."

Prominent Educator

(Note: *Proven Success Methods* books are purchased by high schools, vocational schools, colleges, universities, seminaries. Also donated to them by readers.)

"Your books have helped me in dealing with the many happenings in a busy professional life. I wish I had had their guidance from the time I was 18 years old!"

Doctor

"The books I bought from you: **THEY WORK!** I reap a harvest of pleasant success. Now I want nine more for my employees."

Owner of German Restaurant

(Continued) . . . What readers say about Proven Success Methods books:

"I have started a large Senior Career Club in my retirement hotel. All members own and study your books."

Retired Executive

"I now have 70 people studying your books in a Self-Improvement Club which I organized. Your books are a tremendous breakthrough for motivated living!"

Business Executive

"I have been reading your books in my spare time. I have applied their teachings and my entire life has been wonderfully changed. May the Lord bless you."

Machine Shop Foreman

"Your books are truly remarkable! I have bought copies for my grandson, my son and myself — so now three generations of my family are studying your books."

Business Executive

"Your books rate tops in my voluminous library of books, recordings and tapes on sales and motivation."

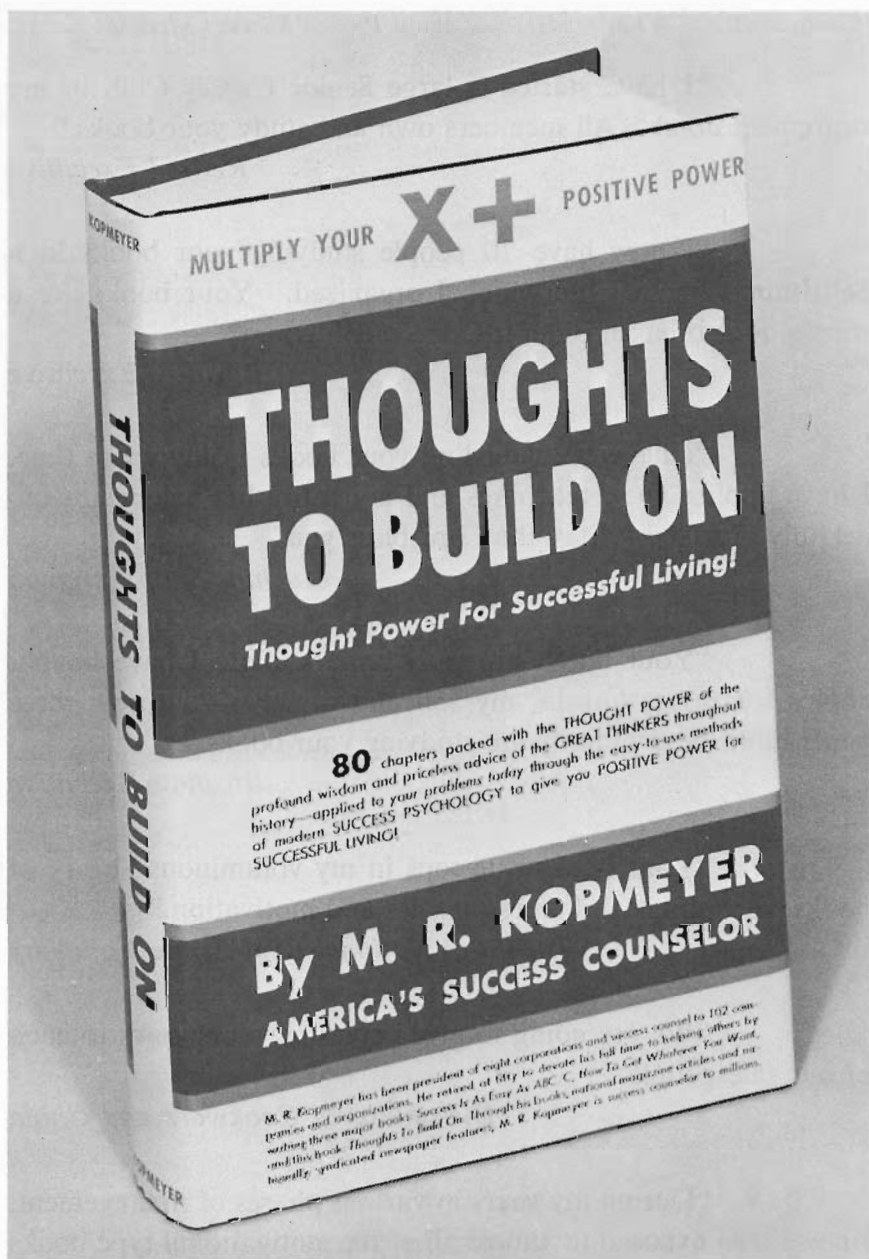
President of National Real Estate Company

"We are going to give copies of your books to each of our salespeople."

Distributor of Cookware and China

"During my years in various phases of management, I have been exposed to almost all of the motivational type books and seminars — and none compares to yours."

Top Management Executive



This is a **PROVEN SUCCESS METHODS** book: 336 printed pages, 80 chapters clearly revealing the success methods of the world's most successful people which enable them — *and will enable you* — *to attain success and happiness!*

**The 80-chapter Proven Success Methods book:
THOUGHTS TO BUILD ON
will teach you the following success methods.**

This 336-page book, beautifully bound in pebble-leather-finish Sturdite for a lifetime of reference and re-reading, contains 80 chapters of the proven success methods of the world's most successful people.

This book is another in the *matched set* of helpful *Proven Success Methods Library* books for your home. With the other books described in this handbook, which you can acquire singly or as a personal library, this book gives you the results of 40 years of researching the success methods of the most successful people in the world.

The proven success methods in the book *Thoughts To Build On* have been selected from *more than a thousand success methods* — to teach you the following:

(a) The priceless wisdom and advice of the Great Thinkers throughout history

(b) The proven success methods of modern research in the fields of thought and motivation

(c) The combination of great thoughts and modern success methods to give you inspiration and motivation channeled into practical, proven, *how-to-do-it* success methods to enable you to succeed with *people-problems* — your own personal problems and the problems of others.

(d) You learn how to control problem-people and to master personal problems; and how to attract people and opportunities to help you attain whatever you want.

(e) You learn the ONE thing which you *must* do when everything else fails. *It works miracles!*

(f) You learn how to keep a QUIET MIND and to live abundantly in the serenity of INNER PEACE.

The 80 chapters of the book *Thoughts To Build On* will teach you the following easy-to-use lessons.

(Continued) . . . The book *Thoughts To Build On* will teach you:

(1) You learn that *thoughts are building blocks of life*. The Bible plainly states: "As a man *thinketh*, so is he."

(2) You learn the teachings of Buddha, "ALL that we *are* is the result of what we *have thought*."

(3) You learn from the wisdom of Marcus Aurelius, the great emperor and philosopher of ancient Rome: "Our *life* is what our *thoughts make it*."

(4) You learn that, eighteen centuries later, the eminent psychologist, William James of Harvard, reaffirmed: "Belief (*confident thought*) creates the *actual fact*."

(5) You are taught by the great American educator, Amos Bronson Alcott: "*Thought means life*, since those who do not think, do not live in any high or real sense. *Thinking makes the man*."

(6) You learn from the great George Sala: "Thought engenders thought. The more you think, the better you express yourself." First, *read*, then *think*, then *express yourself*. Confucius taught: "Learning without *thought* is labor lost."

(7) You learn from the wisest American, Emerson: "*Thoughts rule the world*."

(8) You are taught by the great clergyman, William Ellery Channing: "Secret study, silent *thought*, is the mightiest agent in human affairs. What a *man does outwardly* is but the expression and completion of his *inward thought*."

(9) You learn from the much-quoted German poet, Henrich Heine: "The men of *action* are, after all, only the *unconscious instruments of the men of thought*."

(10) You learn more of the teachings of Emerson: "There is no *thought* in any mind, but it quickly tends to convert itself into a *power*."

(11) From the teachings of Jonathan Edwards, you learn: "The ideas and images (*mental pictures*) in men's minds are the invisible powers that *constantly govern them*."

(Continued) . . . The book *Thoughts To Build On* will teach you:

(12) From the teachings of Dr. Walter Scott, famous psychologist and president of Northwestern University, you learn: "Success or failure in business is caused more by *mental attitudes* than by *mental capacity*."

(13) You are conditioned to *stand tall* — not just to stand tall physically but, more important, to *stand tall mentally and spiritually*.

(14) Master the prescription of Dr. William Osler: "*Live one day at a time*. The load of tomorrow, added to that of yesterday, carried today, makes the strongest falter."

(15) You learn the effective method of Alcoholics Anonymous which not only *stops problem drinking* but *stops problem smoking* and *stops other problem habits*.

(16) You learn proven success methods *to surmount the overburdens of heavy problems* as taught by author Robert Louis Stevenson and by Harvard psychologist William James.

(17) From the very first chapter of the 80-chapter book *Thoughts To Build On*, you are inspiringly taught by the greatest thinkers throughout history.

(18) Then you learn from a modern, computerized guided missile: how to stay "*on target*" to reach your goal.

(19) You are taught proven success methods of handling unpleasantness and solving problems.

(20) You learn from the great Charles Kettering of General Motors, his own easy methods of problem-solving.

(21) You learn how to *separate facts from opinions*, an urgently needed skill in today's confusing clamor.

(22) You learn how to use the "*fear hunt*" method of finding and removing hidden causes of fear.

(23) You learn *how to make yourself fear-proof*.

(24) You learn what to do when you are "*fed up*."

(25) You learn how to eliminate frustration before it causes aggression and big trouble!

(Continued) . . . The book *Thoughts To Build On* will teach you:

(26) You learn the method of great champions in every sport: *Practice in your imagination.*

(27) You learn "*survival strategy*" for dealing with the dark days of your life.

(28) "*Push your wheelbarrow upside down.*"

(29) You are taught to read the "*invisible signs*" every person wears — and to heed their *personal* messages.

(30) Discover the joy of *counting your blessings.*

(31) Reap the rewards of selective non-involvement through the *gentle art of letting alone.*

(32) Learn self-improvement method acclaimed by psychologists: *Be your own ghost.* (Detached self-analysis.)

(33) Let America's great poet, Robert Frost, teach you the inspiring lessons of a "*Wall*" and the "*Two Roads*".

(34) Let President Calvin Coolidge teach you why the slogan "*Press On*" always has and always will solve the problems of the human race.

(35) Learn how to avoid or get rid of resentment.

(36) Be taught the wisdom of calm, distinguished Bernard Baruch who secretly advised six U. S. Presidents and in his "spare time" made millions in the stock market.

(37) Get the terrific motivation of "*GO!!!*"

(38) Learn from Malcolm Muggeridge the *personal strategy* of being prepared for inevitable problems of life.

(39) Learn how to *talk your way to success.*

(40) Learn how to use *talk* as a *way to health.*

(41) Learn how to *listen* as a *way to help.*

(42) Learn: *when it is darkest, the stars come out.*

(43) Learn not to take yourself too seriously.

(44) Learn when "*it's right to do it wrong*".

(45) Learn from famed British economist, Herbert N. Casson, to WALK TOWARD DANGER!

(46) The best advice on dealing with your personal problems is just *one word*: GRAPPLE!

(Continued) . . . The book *Thoughts To Build On* will teach you:

(47) Learn why *you* will be in constant peril — with continuous apprehension — *if you threaten another*.

(48) Discover that the sure cure for loneliness is first to realize that *being lonely is not liking yourself!*

(49) Learn the four steps in dealing with tragedy.

(50) How the world's great *surmounted handicaps*.

(51) Learn the psychological self-improvement technique of: "*Externalize yourself! Don't exist!*" to cure self-consciousness by making yourself *OTHERS-conscious*.

(52) Learn that everyone has an inner pace and why you must live *your* life at *your own inner pace* to maintain *inner peace* which will be your priceless possession.

(53) Learn not to be like an ostrich and bend over to hide your head in the sand of escapism — because then you will be an irresistible target for the paddle of Fate!

(54) Learn the technique of *including yourself in*.

(55) Learn the easy success secret of *billionaire J. Paul Getty*, which he gives you *in just two words!*

(56) Learn why goodwill is "*success insurance*".

(57) You are taught an amusing but practical way to dispose of all things about which you can do nothing — simply by putting them in your *NOTHING COMPUTER* and *leaving them there* so you can work on success projects.

(58) You learn how to attain what psychiatrist Dr. Karl Menninger calls "*Vital Balance*" and thus maintain the calm serenity of peace of mind.

(59) You learn how to "*live twice*" in one lifetime!

(60) You use "*progress power*" for a success image.

(61) You are given a question: "*How important is it to you?*" Your entire future is revealed by your answer! *What will you do to succeed? Will you invest in yourself?*

Here's What Readers Say About Proven Success Methods Books:

"I congratulate you on the excellence of your books. Your books are *commonsense* and *down-to-earth*. They do not drip with platitudes and mushy sentiments."

Housewife

"Your books will ever be my prize possessions and my guidebooks, with my Bible."

Religious Leader

"As a minister and also one who is stimulated by the dynamics of the business community, I want to tell you that *your books are helpful in all areas of life*. By coincidence, I also came across your books which had been given to our city library in memory of one of our great citizens because he was the embodiment of the admirable teachings of your books.

Presbyterian Minister

"Enclosed is my check for 10 copies of your books."

Member, House of Representatives

"Your books are positively the clearest and most useful in the field of success books."

Business Executive

"I have engaged in advanced study of behavioral science. Your great books teach the methods of systematic application of knowledge in effecting the desired result. I am the grandfather of teenagers and am ordering, herewith, copies of your fine books for each of them."

Retired Educator

Here's What Readers Say About Proven Success Methods Books:

"After my initial order of two of your books, I then ordered 50 copies to give to persons I thought worthy to receive such required and purposeful teachings.

"I have read your books so many times I can recite them by heart.

"Everyone to whom I have given your books has greatly commended them. In fact, one man who was so depressed I thought he would die any day, recovered completely within a few weeks after reading your books. He considers them his 'bibles' and reads them constantly.

"My order for 100 more books follows. I wish I could buy a million copies to distribute as a public service."

Business Executive

"Your books are the best of all the success books I have in my own personal library. Using just the simplest of your techniques, I have found my patterns of habit changing for the better. I cannot thank you enough."

Insurance Agent

"Enclosed is our order for additional copies of your terrific books. Could you send us 300 copies of your *advertising booklets? We want to mail them to our sales people and recommend that they buy, study and use your books."

Administrator, National Real Estate Developments

(*Author's note: I gladly will send FREE *Personal Success Handbooks*, like the one you are reading, to businesses, organizations or individuals who will distribute them with their recommendation to purchase my books.)

"Enclosed is my order for additional books. Their reception by my present clients is so gratifying that I am going to give your books to every new client I obtain."

Counselor on Problems and Profits of Businesses

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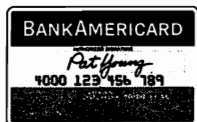
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